

The NATIONAL UNDERWRITER

Life Insurance Edition



Rookie - of - the - Year



BUT this one went to bat with ideas, and scored his hits with a fountain pen.

During the 1950 meeting of our Leaders' Association, held at Hot Springs,

Virginia, one of the first-year members of the association was selected as Rookie-of-the-Year. Charles Colby, of our Topeka (Kansas) Agency, won the honor by qualifying with top ratings in these five classifications: production, type of business written, type of territory covered, previ-

ous experience, and contribution made to his agency.

Success is fast becoming a habit with New England Mutual fledglings, and part credit for this rests with the intensive training program offered to men new with the Company. Mr. Colby, the 1950 Rookie of the Leaders' Association, attended a new agents' training course at the Home Office in 1948, a supervisors' training course in 1949, and has passed his Advanced Underwriter examinations.

The NEW ENGLAND MUTUAL

Life Insurance Company of Boston

FIRST MUTUAL LIFE INSURANCE COMPANY CHARTERED IN AMERICA—1835

FRIDAY, JUNE 23, 1950

GERIATRICS: HELPING OLDER PEOPLE ENJOY LIFE LONGER



Drawing by H. Brewer Wilson

Longer life for people past 40

Here's to the health of the American boy who is ten years old in 1950!

Modern medical care has brought him safely past the threats of malnutrition and infectious diseases, such as diphtheria, small pox and whooping cough, preserving for him a birthright of abundant health.

As he stands on the threshold of manhood, what are his chances of surviving the diseases of middle life and old age which still lurk in his future? Which, if any, of these old enemies must he still fear?

Geriatrics gives an encouraging answer. *Estimates indicate that the average 10-year old of today will still be living an active life in the year 2019—a life span of nearly 80 years.*

Fast fading as serious threats to longer, more enjoyable living are kidney disease, primary anemia, disorders of the gall bladder, diabetes mellitus. Once fatal, they now can nearly always be arrested or cured.

As the life span lengthens, prostate obstruction will affect more men, but

modern techniques now offer satisfactory remedy in nearly all cases, regardless of age. And the value of psychiatry in treating peptic ulcer is being more fully appreciated.

Endocrine imbalance, mental ills, cancer and heart disease are by no means conquered, but every year marks encouraging progress as further resources in geriatrics are trained against them.

Thus the ten year old has a far brighter future than his parents or grandparents could hope for. But in his longer, healthier lifetime questions will arise that his elders might well begin now, with wisdom and foresight, to help solve. Must the vigorous man of 65 with ten useful years ahead retire abruptly from his

work? . . . Will production be able to bear the heavy drain of pensions for a predominantly upper-age population? . . . What useful vocations can be developed to relieve the restlessness, frustration and unwilling dependency of old folk? . . .

The longer one's life, the more urgent the need for financial solvency to give full enjoyment to later years—a goal best attained through a sound program of savings and life insurance. Your NWNL agent, paid not primarily for how much insurance he sells you but for what you keep in force, has a strong incentive to provide you with the insurance you need and can afford. He can help you plan wisely a financially comfortable future through life insurance.

NORTHWESTERN National LIFE
INSURANCE COMPANY
Minneapolis Minnesota



This is the latest in NWNL's series of national magazine advertisements.

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**Companies' "Ad"
Campaign to Stress
Fight on Inflation**

**"Remember, It's Your
Money," Is Slogan; to
Open Next Week**

Three positive steps to help protect the buying power of savings will highlight the new 1950-51 advertising campaign of the life insurance business, the first message of which is appearing next week, the Institute of Life Insurance has announced.

Each advertisement in the new campaign will carry these "three ways to protect the buying power of your savings":

1. Do your share to help lessen the pressures on government for more spending. When we keep asking government for more services, more benefits, we must expect to pay for them. Remember, it's your government.

2. Back up all efforts to balance the budget. When government lives beyond its income, prices tend to rise, reducing the buying power of your savings. Remember, you're the saver.

3. Support economy—elimination of waste. Whatever government spends, you pay either directly in taxes, or indirectly in prices. Remember, it's your money.

"Remember, It's Your Money" is the recurring slogan, carried at the bottom of each advertisement.

Starting Earlier Than Usual

The institute considers the new campaign so timely and important that the size of the advertisements is being stepped up to 1,500 lines each in papers in the larger cities and 1,000 lines in other papers and publication is beginning at once instead of waiting for the usual fall schedule. Last year's campaign was in 1,000 and 750 line space and began in September.

This will be a public service campaign, calling attention to the important part which life insurance funds and other savings play in the nation's economy and urging every individual saver to interest himself in protecting the future buying power of those savings.

The campaign will appear in 425 newspapers and major farm magazines, providing total circulation of 45 million.

Savers' Role Needs Explaining

"The part that life insurance funds and other savings play in the economy—the essential role that policyholders and savers have in expanding America's productivity—need to be fully recognized in this country," Holgar J. Johnson, institute president, said, in commenting on the new campaign. "Today, as always, their savings are the dynamic force upon which the continuing strength of America's economy depends. It is imperative that this force be encouraged and maintained. This is why the institute, on behalf of the life insurance companies and their agents, and in the interests of policyholders and other savers, is launching this campaign."

In the initial message of the campaign, the vital role of the saver is outlined under the caption, "The Most Important Person in America." "He is you, the saver," the message says.

**New York "T" Rate
Formula Cuts Out
Constant at \$75,000**

Revision of the initial premium rates for group life insurance is effective in New York state on July 1 and may be used now. The minimum gross annual yearly renewable term premium now must be equal to the net C.S.O. 3% premium loaded 10% plus a constant. The constant is \$1.80 per \$1,000 of insurance on the first \$75,000 of insurance in the group. The constant does not apply to the amount of insurance in the group in excess of \$75,000.

The new minimum group life premium permits inclusion of extended death benefits and waiver of premium. It provides that for the total and permanent disability feature, an extra annual premium of at least \$1 per \$1,000 of face amount must be charged and the amount stated as a part of the printed text.

Basic Cost Is \$135

The new formula cuts the constant out of the rate at a lower figure than was generally requested by companies. At the recent hearing \$100,000 was said to be generally acceptable though some companies asked that it apply to the first \$200,000 or \$250,000. The \$1.80 constant applied to the \$75,000 face amount gives a basic cost of \$135. This is a reduction of \$45 from the company-requested figure. Rates will be squeezed slightly in the middle range case. Earlier the department indicated that it had thought of cutting off the constant after the first \$50,000. Companies are not particularly disturbed

about the new ruling. They hope that no change will be made to reduce the maximum rate of employee contribution from 60 cents per month per \$1,000 to 50 cents per month. The department is still studying that suggestion before making its decision.

**C. P. Woods Named
Sales Director of
National Underwriter**

The National Underwriter Company has appointed Charles P. Woods as sales director in charge of all sales activities of the company. He will be located at the home office in Cincinnati.

Mr. Woods is a graduate of Massachusetts Institute of Technology. He started in business with Dun & Bradstreet in New York and was with that firm for 15 years. His experience includes sales, supervision and management, public speaking and inauguration and development of new services. During the past year he has been in business for himself as a market analyst and sales research consultant.

**Seibert Succeeds Trammell
as Pittsburgh Manager**

Philip T. Seibert has been appointed manager at Pittsburgh by Reliance Life, succeeding Frank J. Trammell who has retired because of ill health but will continue with the agency.

Mr. Seibert has been with the Trammell agency for more than 13 years, specializing in estate planning.

Mr. Trammell joined Reliance in 1914 as a general agent.

**Canadians Great
Hosts at N.A.I.C.
Annual Parley**

**Quebec Convention Is
Unsurpassed in Physical
Accommodations**

The Canadian insurance people provided unsurpassed hospitality, physical accommodations, convention services and good fellowship for the annual gathering of National Assn. of Insurance Commissioners at Quebec. The quality of the planning and the organization of detail was manifest at every stage and the group expressed the highest appreciation and praise to the Canadian contingent headed by A. A. Tousaw of Sun Life of Montreal, and to the honorary chairman, Georges LaFrance, Quebec superintendent.

The Canadians actually had been setting the stage for this convention since 1947 when David Forbes of Michigan was elected chairman of the executive committee. That meant that he was to preside as president of N.A.I.C. in 1950.

NEW OFFICERS ELECTED

President—W. Ellery Allyn, Connecticut.
Vice-president—Frank Sullivan, Kansas.
Chairman of executive committee—Wade O. Martin, Louisiana.

Secretary—George Bowles, Virginia.

Executive committee (members at large)—Armand Harris, Minnesota; Donald Knowlton, New Hampshire; Bernard Stone, Nebraska. (Zone members) 1. David B. Soule, Maine; 2. Pat Murphy, South Carolina; 3. C. Lawrence Leggett, Missouri; 4. Sterling Alexander, Iowa; 5. George Butler, Texas; 6. W. K. Downey, California.

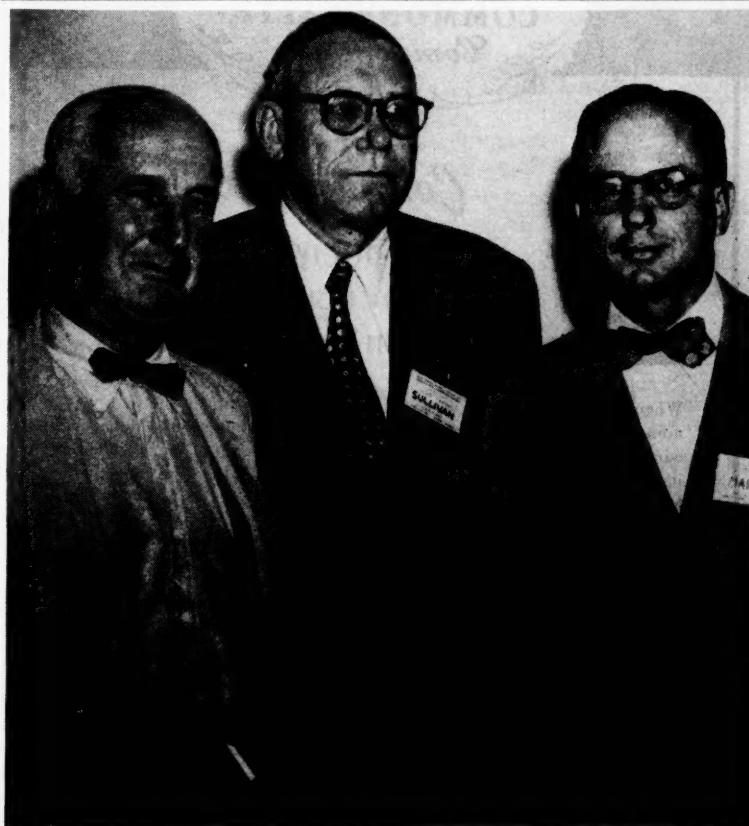
Most of the Canadian life companies have their U. S. port of entry in Michigan and they desired to compliment Mr. Forbes and their home state in this country by entertaining the convention on Canadian soil.

This obviously affected Mr. Forbes deeply and the talk that he made during the banquet following the main address by Maurice Duplessis, prime minister of Quebec, was regarded as the outstanding public address of his career.

At the close of the convention Friday, the Hartford companies gave a cocktail party for W. Ellery Allyn, the Connecticut commissioner and the new president of N.A.I.C. Then the next morning about 265 of the convention group set off on a two-day cruise on the St. Lawrence and Saguenay rivers that will long be remembered. The ship ran into fog and gale and frigid northern weather during the first part of the trip but this served only to add a dash of adventure.

Mr. Allyn proved himself to be a commanding presiding officer and he starts off with the solid support of his fellow commissioners and the respect of the industry.

Sentiment early in the week clearly indicated that Wade Martin of Louisiana was wanted for chairman of the executive committee and, upon being importuned, he flew to Quebec from Louisiana where he was engaged in (CONTINUED ON PAGE 19)



THREE TOP OFFICERS OF NATIONAL ASSN. OF INSURANCE COMMISSIONERS AS ELECTED AT QUEBEC, PICTURED BY HARRY H. FULLER, DEPUTY U. S. MANAGER OF ZURICH:
W. Ellery Allyn, Connecticut, president; Frank Sullivan, Kansas, vice-president, and Wade O. Martin of Louisiana, chairman of the executive committee.

Life Companies' Rankings for 1949 Shown Under Six Classifications

Published this week are six of the ranking tables of the 10 compiled each year by THE NATIONAL UNDERWRITER. The other four will be printed next week.

ASSETS

1 Metropolitan Life	9,707,947,683
2 Prudential	8,325,414,72
3 Equitable, N. Y.	5,269,289,168
4 New York Life	4,674,990,644
5 John Hancock	4,269,506,366
6 N. W. Mutual	2,442,654,354
7 Mutual Life, N. Y.	2,074,712,420
8 Travelers	1,879,400,380
9 Aetna Life	1,642,774,555
10 Sun, Canada	1,527,515,784
11 Mass. Mutual	1,312,915,311
12 Penn Mutual	1,240,665,624
13 Mutual Benefit Life	1,238,351,336
14 New England Mutual	1,082,818,347
15 Conn. Mutual	781,744,383
16 Conn. General	759,096,140
17 Union Central	625,508,329
18 Provident Mutual	621,006,279
19 Phoenix Mutual	511,012,616
20 Bankers, Ia.	494,529,379
21 Lincoln National	424,478,245
22 National Life, Vt.	424,165,351
23 Equitable, Ia.	399,689,418
24 Western & Southern	385,707,088
25 Manufacturers	378,313,849
26 Pacific Mutual	376,777,895
27 Canada Life	370,297,665
28 Great-West	357,621,351
29 State Mutual, Mass.	357,551,508
30 Mutual Life, Can.	342,293,359
31 London Life	317,910,740
32 National L. & A.	311,133,707
33 Amer. National	300,021,073
34 Guardian, N. Y.	279,798,048
35 Reliance, Pa.	279,632,440
36 Teachers Ins. & Ann.	270,054,210
37 Occidental, Cal.	246,129,687
38 Jefferson Std.	242,758,227
39 Confederation Life	239,428,266
40 Life of Virginia	238,351,704
41 Fidelity Mutual	230,401,820
42 Kansas City Life	224,313,023
43 Home Life, N. Y.	223,327,371
44 Acacia Mutual	209,276,328
45 Southwestern	200,132,822
46 N. W. National	185,326,324
47 General American	177,565,966
48 Imperial, Canada	162,229,674
49 Continental Assur.	148,366,361
50 Franklin Life	145,302,398
51 North Amer. Canada	132,271,190
52 Washington Nat.	123,327,323
53 Crown Life	120,891,494
54 United Benefit, Neb.	119,435,820
55 Berkshire Life	117,443,993
56 Minn. Mutual	114,902,189
57 Cal.-Western States	111,042,020
58 Mutual Trust, Ill.	109,785,371
59 Great Southern	106,827,343
60 Life & Casualty	105,869,036
61 Central, Iowa	105,095,839
62 Monumental, Md.	104,602,952
63 Ohio National	104,075,159
64 Pan-American	102,609,957
65 Dominion Life	91,213,801
66 Southland Life	88,313,321
67 Columbian Nat.	86,933,200
68 American United	86,694,152
69 Business Men's	81,078,089
70 Savings Bank, Mass.	79,246,575
71 Columbus Mutual	78,143,621
72 Liberty National	74,112,243
73 State, Ind.	73,825,048
74 Pilot, N. C.	72,490,030
75 Continental Amer., Del.	63,700,681
76 Midland Mutual, Ohio	63,697,795
77 Indianapolis Life	61,818,393
78 Guarantee Mutual	61,347,141
79 Gulf, Fla.	60,655,265
80 Bankers, Neb.	59,931,004
81 Commonwealth	59,341,770
82 Atlantic Life	57,027,480
83 Paul Revere	55,699,261
84 Security Mut., N. Y.	55,662,711
85 Manhattan, N. Y.	54,932,255
86 Country Life, Ill.	54,666,081
87 Provident L. & A.	54,603,392
88 Peoples, D. C.	53,702,191
89 Home Beneficial	53,660,538
90 Union Mutual, Me.	52,953,543
91 Ohio State	51,123,888
92 Northern, Wash.	50,090,553
93 Republic National	49,674,516
94 Sun Life, Md.	49,418,908
95 Excelsior, Canada	49,412,530
96 Equitable, D. C.	48,207,523
97 Presbyterian Min.	48,178,799
98 Life of Georgia	46,991,722
99 West Coast, Cal.	45,858,655
100 Liberty, S. C.	45,259,294

TOTAL INCOME

1 Metropolitan Life	1,717,102,339
2 Prudential	1,400,470,046
3 Equitable, N. Y.	847,448,784
4 New York Life	581,898,922
5 John Hancock	523,677,514
6 Travelers	394,153,905
7 N. W. Mutual	348,619,512
8 Aetna Life	344,868,402
9 Sun, Canada	245,855,479
10 Mutual Life, N. Y.	238,466,415
11 Mass. Mutual	188,812,431
12 Mutual Benefit Life	173,296,512
13 New England Mutual	170,472,479
14 Penn Mutual	161,223,794
15 Conn. General	150,923,762
16 Lincoln National	123,483,330
17 National L. & A., Tenn.	98,924,186
18 National L. & A., Tenn.	83,269,055
19 Occidental, Cal.	80,295,789

20 Provident Mutual	79,468,594
21 Amer. National	78,551,391
22 Bankers, Ia.	78,518,246
23 Manufacturers	76,514,611
24 Union Central	76,040,768
25 Western & Southern	74,815,576
26 Phoenix Mutual	72,662,941
27 National Life, Vt.	66,614,855
28 Great-West	62,987,322
29 London Life	62,341,855
30 Pacific Mutual	61,829,047
31 Equitable, Ia.	58,169,871
32 Canada Life	58,090,197
33 State Mutual, Mass.	55,313,712
34 Mutual Life, Can.	53,832,695
35 Continental Assur.	48,273,293
36 Washington Natl.	46,354,057
37 Reliance, Pa.	45,039,804
38 Confederation	43,338,715
39 Jefferson Std.	43,001,805
40 Life of Virginia	42,896,712
41 United Benefit, Neb.	42,729,638
42 Guardian, N. Y.	41,500,976
43 Franklin Life	39,352,981
44 Southwestern	38,144,435
45 Teachers Ins. & Ann.	38,039,072
46 Home Life, N. Y.	36,184,256
47 Republic National	36,051,151
48 Acacia Mutual	35,885,747
49 Life of Georgia	35,318,736
50 Southland Life	34,560,738
51 Provident L. & A.	34,461,876
52 Fidelity Mutual	33,818,530
53 N. W. National	33,525,697
54 Kansas City Life	32,365,712
55 National American	32,621,199
56 Life & Casualty	32,424,081
57 Great-Western States	32,180,759
58 Crown Life	32,136,142
59 Business Men's	32,080,739
60 Imperial, Canada	31,624,107
61 Home Beneficial	31,324,771,723
62 United, Ill.	32,007,067
63 Imperial, Canada	22,181,574
64 Pan-American	215,123,078
65 Minn. Mutual	155,117,482
66 Gulf, Fla.	131,765,310
67 North Amer., Canada	131,626,107
68 Paul Revere, Mass.	102,542,552
69 Pilot, N. C.	99,336,046
70 Peoples, D. C.	99,140,484
71 Reserves, Life, Tex.	72,394,933
72 Great A. of Ry. Emp.	71,222,417
73 Great Southern	71,336,624
74 March, Mass.	72,243,403
75 Commonwealth, Ky.	71,979,926
76 Independent, L. & A.	71,942,646
77 Mutual Trust, Ill.	71,746,604
78 Ohio National	70,542,914
79 Berkshire Life	70,334,618
80 Liberty, S. C.	70,288,150
81 Union Mutual, Me.	71,161,412
82 U. S. Life	71,022,093
83 Interstate L. & A.	70,477,510
84 Dominion Life	69,800,479
85 North American Acci.	69,427,971
86 Savings Bank, Mass.	69,300,479
87 American United	69,255,025
88 Equitable, D. C.	69,369,787
89 Protective, Ala.	69,004,948
90 World Ins., Neb.	68,938,586
91 Country Life, Ill.	68,947,428
92 Columbia, Nat.	68,884,738
93 State Farm, Ill.	68,819,394
94 Manhattan, N. Y.	68,801,587
95 Security Mut., N. Y.	67,792,748
96 N. Carolina Mut.	67,766,276
97 Knights Life, Pa.	67,633,190
98 Guarantee Mutual, Neb.	67,101,922
99 Home Life, Pa.	67,037,432
100 Sun Life, Md.	7,981,776

PREMIUM INCOME

(Incl. A. & H. if any)	
1 Metropolitan Life	1,276,418,306
2 Prudential	1,046,346,546
3 Equitable, N. Y.	600,599,535
4 John Hancock	407,319,600
5 New York Life	334,771,723
6 N. W. Mutual	322,181,574
7 Aetna Life	196,747,502
8 Sun, Canada	155,177,482
9 Travelers	149,653,925
10 Mutual Life, N. Y.	101,048,073
11 Mass. Mutual	99,336,046
12 Mutual Benefit Life	99,140,484
13 New England Mutual	94,353,563
14 Conn. General	84,194,568
15 Penn Mutual	72,260,265
16 Lincoln National	70,046,117
17 Conn. Mutual	61,560,118
18 Western & Southern	56,604,219
19 National L. & A.	51,463,580
20 Amer. National	49,362,101
21 Manufacturers	47,380,224
22 Bankers, Ia.	46,584,400
23 Occidental, Cal.	42,932,177
24 Phoenix Mutual	41,373,276
25 London Life	41,198,349
26 Union Central	40,455,537
27 Provident Mutual	39,641,740
28 National Life, Vt.	39,212,160
29 Great-West	36,160,331
30 Canada Life	33,314,211
31 Equitable, Ia.	33,161,577
32 State Mutual, Mass.	32,102,156
33 Life of Virginia	30,875,837
34 Pacific Mutual	30,162,390
35 Continental Assur.	30,302,211
36 Confederation	30,064,862
37 Franklin Life	29,797,319
38 Reliance, Pa.	29,401,282
39 Mutual Life, Can.	27,839,007
40 Southwestern	27,484,216
41 Jefferson Std.	26,517,387
42 Teachers Ins. & Ann.	26,512,649
43 Guardian, N. Y.	25,528,649
44 United Benefit, Neb.	24,468,843
45 Acacia Mutual	24,405,422
46 Life of Georgia	23,977,570
47 N. W. National	23,944,326
48 Life & Casualty	23,789,145
49 Liberty National	23,499,036
50 N. W. National	23,267,819
51 Home Life, N. Y.	23,194,116
52 Crown Life	21,412,312
53 Fidelity Mutual	20,651,269
54 Monumental Life	19,359,884

(CONTINUED ON PAGE 23)

Insurance in Force May 1, 1950 — \$445,164,753

COMMONWEALTH
LIFE INSURANCE COMPANY
LOUISVILLE

The **COMMONWEALTH** **Life** **Insurance** **Company** **of** **Louisville** **Kentucky** **is** **an** **affiliated** **company** **of** **the** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston**. **The** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston** **is** **an** **affiliated** **company** **of** **the** **Commonwealth** **Life** **Insurance** **Company** **of** **Louisville**. **The** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston** **is** **an** **affiliated** **company** **of** **the** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston**. **The** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston** **is** **an** **affiliated** **company** **of** **the** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston**. **The** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston** **is** **an** **affiliated** **company** **of** **the** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston**. **The** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston** **is** **an** **affiliated** **company** **of** **the** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston**. **The** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston** **is** **an** **affiliated** **company** **of** **the** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston**. **The** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston** **is** **an** **affiliated** **company** **of** **the** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston**. **The** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston** **is** **an** **affiliated** **company** **of** **the** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston**. **The** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston** **is** **an** **affiliated** **company** **of** **the** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston**. **The** **Commonwealth** **Life** **Insurance** **Company** **of** **Boston** **is** **an** **affiliated** **company** **of** **the** **Commonwealth** **Life** **Insurance** **Company** **of</b**

Benson Voices Faith in Life Companies' Compensation Views

NALU President Tells Cleveland Assn. What Organization Seeks

The great majority of life companies are desirous of obtaining a set of "operating rules" that will enable them to attract men who can render good service and to properly compensate, in the light of today's monetary values, those men who are devoting their lives to the institution of life insurance as career agents, said President Judd C. Benson of N.A.L.U., addressing the Cleveland association.

"I am delighted to report to you that there is ample evidence that we will have formidable company support in seeking revisions of section 213 [of the New York insurance law] which can be clearly demonstrated to be in the public interest, as well as contributing to the well-being of the members of N.A.L.U.," he said.

Want No Discrimination

The National association, Mr. Benson is seeking compensation laws that will not discriminate between agents of general agencies and of branch offices. N.A.L.U. will vigorously oppose any legislation designed to reduce in any way the legal limits on basic compensation.

The association also holds that training allowances, losses on advances to new agents, and other expenses incident to bringing the new agent to his own reasonable level of production should not be involved in any legal compensation formula designed to establish limits, for such a law actually penalizes the company that wishes to build constructively and also tends to place that company in a position where it would be almost impossible to improve the lot of their established agents, even if they should desire to do so.

Views on Pension Benefits

Since pension benefits usually accrue to agents who have served their companies long and faithfully, N.A.L.U. deems it inadvisable as well as discriminatory to have the companies operate under a law that considers company contributions to pension funds as agents' compensation.

Subject to the facts that may be developed in the survey N.A.L.U. is now conducting, the association expects to seek such changes as are indicated to be necessary to enable its members to maintain a proper standard of living in the light of today's circumstances so long as the best interests of policyholders are not violated and a high standard of service is maintained.

Mr. Benson said that a more comprehensive report on compensation would be given at the N.A.L.U. convention in Washington in September.

Metropolitan Life will have an exhibit on the progress and control of diabetes at the annual meeting of American Medical Assn. at San Francisco June 26-30. The exhibit will be conducted jointly with the George F. Baker Clinic of Boston.



Judd C. Benson

N.A.L.U. Will Carry Fight on Taxing of Interest to Senate

WASHINGTON — Turned down by the House ways and means committee, the National Assn. of Life Underwriters will carry to the Senate its fight against the committee's action in voting to include in the individual income tax the interest element in life insurance proceeds paid in installments. That is, provided the tax revision bill passes the House.

James B. Hallett, general counsel N.A.L.U. came here from Quebec last week in connection with this matter. N.A.L.U. had opposed, at a ways and means committee hearing earlier, the Treasury's proposal that the interest element in installment life insurance proceeds payments be included in gross income. A week or two ago the committee adopted the Treasury's recommendation.

N.A.L.U., it is understood, wanted to obtain reconsideration of the com-

mittee's action. To do so it would be necessary for a committeeman who had voted for the tax proposal to move to reconsider it. Members contacted were reported unwilling to do so.

So, unless there is change of heart, the only N.A.L.U. recourse will be to the Senate, provided the tax bill is not permitted to die.

The result in the ways and means committee was understood to be due to Rep. Cooper, Tenn., ranking majority member, voting a number of proxies for absentee members for the Treasury proposal.

Nominee Loses Out

WASHINGTON — The ranks of the federal trade commission will continue unfilled, for a time, it is believed, as a result of the Senate commerce committee reporting by majority vote of 5 to 3, that the nomination of Martin A. Hutchinson of Virginia should not be confirmed. The Virginia Senators declared he was unqualified. Hutchinson would have filled the last vacancy remaining after appointments of James Mead and John Carson to the commission.



At insurance commissioners meeting at Quebec, picture by Harry H. Fuller, deputy U. S. manager of Zurich; W. H. Bittel, actuary of New Jersey department; Alex Query of Prudential and Walter Robinson, Ohio superintendent.

Prudential Sets Up Regional Plan for District Agencies

Ten New Supervisory Offices to Open in August or Early September

Prudential has realigned its district agencies department and transferred regional supervision from its Newark home office to new regional offices, effective in August or early September.

The opening of 10 new regional offices will complement the three regional offices established as a pilot operation a year ago. The realignment of district offices will result in regional supervision following, with few exceptions, state lines.

The regions together with their headquarters cities and directors of agencies are as follows: metropolitan, New York City, A. D. Rosner; Long Island (headquarters to be announced), C. H. Lindner; New England, Boston, T. G. Smith; middle Atlantic, Philadelphia, Conger Brown; Allegheny, Pittsburgh, H. E. Connolly; Ohio, Cleveland, J. D. Geiger; upstate New York, Rochester, L. S. Crater; Illinois, Chicago, J. G. Shuttleworth; eastern Pennsylvania, Reading, W. R. Stevens; New Jersey, Newark, J. F. Kiley; southern, Atlanta, J. F. Eckdahl; north central, Milwaukee, P. C. Zimmer; Michigan-Indiana, Detroit, L. E. Kelly, and southwest, Houston, N. J. Bush. Temporary headquarters for the Missouri-Kansas region will be in Newark. The regional manager is W. F. Seider.

Previous Post Held

Messrs. Bush, Crater, Lindner and Rosner have been regional managers in the home office. Mr. Geiger has been manager at Bakersfield, Cal., and Mr. Smith has been manager at Philadelphia.

As in the case of the regional offices established last year, each of the new field headquarters will be staffed by a director of agencies with two assistants with the title of assistant director of agencies or regional supervisor. The new appointees for these positions all come from the home office. They are: H. F. Badgley, Jr., O. H. Bonner, M. V. Calandra, R. L. Cowden, S. H. Gagner, D. L. Hans, C. H. Jacobus, J. S. Mareden, P. J. Roy, W. M. Rachel, C. A. Schlegel, W. L. Smith and R. M. Wickham.

To complete the ranks, four of the company's superintendents of agencies, now in Newark, will be transferred to the field and their titles changed to director of agencies. They are Messrs. Eckdahl, Kelly, Kiley and Stevens. Five regional managers will be designated assistant director of agencies and be transferred to field posts. They include Otto W. Braun, Arthur M. Budd, Archibald Dingwall, William A. Hopf and Samuel E. Roberts.

Chicago Women Elect Grae

The women's division of Chicago A. & H. Assn. has elected the following officers: Carrie Grae, Hooper-Holmes Bureau, president; Helen Boltz, Washington National, vice-president and program chairman; Elyse F. Cremin, American Casualty, vice-president and membership chairman; Veronica Cardott, Provident L. & A., vice-president and arrangements chairman; Mary Girard, Insurance Economics Society, secretary, and Marian Zuckerman, United, treasurer. Maryland Hull, retiring president, was named delegate to the international convention.

Growing Realization

Robert Rogerson, member of our William H. Nicholls, Jr., Agency at Lansing, Mich., when asked for his impressions of recent trends in selling, answered:

"During the past year there seems to be a growing realization among most thinking people that the era of government spending, higher taxation, low interest rates, and the high cost of living is likely to get worse instead of better, and that the use of the life insurance tool to accomplish their objectives, both for their families and themselves in the older ages is most important now and is going to continue to be more so as time goes on.

"I think that people are realizing that in order to capitalize upon this situation to their maximum ability they must be prepared to buy fairly substantial amounts of life insurance, and that the sooner they buy it and get the company committed for it, even on a Term basis while their age is young and their health is good, the better off they are going to be. This trend, I think, is continuing and will continue so long as conditions remain as they are at the present time."

THE PENN MUTUAL LIFE INSURANCE CO.

MALCOLM ADAM
President

INDEPENDENCE SQUARE, PHILADELPHIA

Group Life Plans Show Record Rise Since End of War

Accelerated Purchases This Year Bring Workers Covered to 19 Million

More than 7 million workers have been brought under the protection of group life insurance since the end of the war, according to the Institute of Life Insurance.

This is an increase since 1945 of about \$20 billion. At the start of this year, the aggregate outstanding was \$40.2 billion and it is now estimated to be over \$42 billion.

Last year saw a record extension of group life insurance through new plans, with over 7,500 new contracts providing \$3.3 billion insurance for some 1½ million individuals, excluding additions to groups already under contract.

There are now some 53,000 employer-employee groups covered by this type of protection. Ten years ago the number of contracts was under 25,000. Nearly 19 million individuals are now insured by group plans, compared with fewer than 10 million 10 years ago.

A.L.C. Medical Men Choose Hallam

Dr. F. Tully Hallam, State Life of Indiana, was today elected chairman of the Medical Section of the American Life Convention at the annual meeting of the section in White Sulphur Springs. He succeeds Dr. Ennion S. Williams, Life of Virginia.

Dr. B. F. Byrd, National L. & A., was elected vice-chairman and Dr. J. R. B. Hutchinson, Acacia Mutual, was re-elected secretary. Named to the board of managers was Dr. David S. Garner, Shenandoah Life. Dr. Karl W. Anderson, Northwestern National, was designated program chairman.

Dr. Anderson concluded that the companies should be able to underwrite, with a moderate extra premium at least, those who have had the sympathectomy operation for hypertension and have maintained a blood pressure for three to five years below 140/90 without symptoms and having a normal electrocardiogram, six foot heart plate and kidney function. He reported that approximately 80% of such cases which have been followed from five to 12 years have normal blood pressure and a greater percentage acquired a significant reduction of blood pressure and symptoms.

Insuring Diabetics Hazardous

Dr. Edward S. Dillon, Penn Mutual, stated that insuring diabetics must continue to be a hazardous business justifying large extra premiums until data accumulates and guides become clear. He reported that the best mortality experience should be given by those diabetics who are receiving good medical care which they are willing and able to follow and among those who have not had a long period of uncontrolled diabetes before beginning treatment. Such persons should have diabetes that is only moderate in severity and studies should have revealed no serious complications.

Dr. Donald G. Kilgore, Republic National, said that where coverage can be granted in many cases without additional premium for benign tumors, an extra premium is necessary when the hazard is increased by inability to make an accurate diagnosis or prognosis.

Dr. Kilgore advised that microscope



SOME OF THE CANADIANS RESPONSIBLE FOR SUCCESS OF N.A.I.C. CONVENTION

Front row, left to right: J. E. Chandler, Sun Life; C. K. C. Martin, Manufacturers Life; Georges Lafrance, Quebec superintendent; A. A. Tousaw, Sun Life, committee secretary; R. L. Foster, Canadian Life Officers Assn.; H. D. McNairn, Prudential of Great Britain. Back row, left to right: G. Constantine, Society of Artissax; B. Benoit, Laurentian Life; T. R. Walsh, Canada Life; J. N. Cunningham, Crown Life; R. O. A. Hunter, Great-West.

slides should be requested in doubtful cases, that the opinion of a competent pathologist be secured, and that home office records be checked and an adequate medical history obtained.

Dr. Joseph Travenick, Jr., Occidental of California, testified that his company's experience indicated that the risk of death from lumbar disc derangement is not great, but that the occupation of the applicant with this medical history should be taken into consideration and a sufficient waiting period should be allowed before consideration is given to disability coverage for such applicants. He reported that a survey of practices of 15 life companies showed that many persons who are operated upon for impairment of the intervertebral disc have persistent symptoms even following surgery and for this reason the question of disability should be carefully considered.

Ontario Agents Hit Groups Based on C. of C. Rolls

TORONTO — Insurance Agents Assn. of Ontario has sent out a bulletin criticizing "one of the foremost Canadian life insurance companies" on the grounds of writing group policies through local chambers of commerce. The bulletin explains that this company is writing a plan which provides group life and accident for the families of employees of retail merchants and comments that it appears that membership in the local chamber of commerce qualifies a merchant and his staff to participate regardless of vocation.

The bulletin maintains that such coverage violates the common employer test and points out that the sale of insurance at group rates will cut sharply into individual sales. "Why would anyone buy at individual rates what could be obtained at group rates with no restraint on what may be termed a group?" asks the Ontario memorandum.

The statement continues: "Unlike a professional body the members of the chambers of commerce haven't even the excuse of common employment, but represent all shades of activity. We contend, therefore, that the plan is not a proper function of the chamber of commerce, which is an organization of individuals whose business security and prosperity rest upon the principle of private enterprise. This plan violates this very principle for it virtually creates a monopoly. If we accept such a condition, we might as well accept the idea of socialized insurance. The final effect on the public is the same."

Survey U. S. Pension Plans

Nelson & Warren, consulting actuaries of St. Louis, have been selected by the bureau of the budget, to make a survey of federal employee retirement systems.

The diversity of federal retirement systems was included in the report of the Hoover commission, with the recommendation that they be studied to determine merger possibilities.

N.A.I.C. Acts on Problem of United Benefit

Approval was given by National Assn. of Insurance Commissioners at Quebec to a plan for Mutual Benefit Health & Accident to acquire the stock of United Benefit Life. The report upon which the action was based was given by Stone of Nebraska as chairman of a committee that was named to review this plan. The other members are Dineen of New York and Sullivan of Kansas.

This action springs from the convention examination covering the years 1943-1945 in connection with which majority and minority reports were submitted by examiners. There were criticisms advanced of administrative procedure and comment was made on the conflict of interest due to the common interest of a stock and a mutual company writing competing lines of business. Each company elected a new board of directors without any officer being a member. The N.A.I.C. subcommittee favored the plan for acquisition of the stock of the individual shareholders of United Benefit by Mutual Benefit. The value of the stock was appraised and there was wide difference in the figures of the experts, but a figure of \$235 a share was agreed upon. Among the advisers were A. M. Best, Raymond Smith of Chicago, vice-president of A. M. Best Co., and Wendell Milliman, consulting actuary of Seattle. Out of 100,000 shares, the owners of 98,311 have agreed to sell at the price of \$235.

Book Value 11½ Million

The book value of United Benefit is about 11½ million. That is the value at which it must be carried by Mutual Benefit. That will reduce the surplus of Mutual Benefit by about \$12 million, but Mr. Stone expressed confidence that the book value of United Benefit will increase consistently.

The stock of United Benefit was brought out originally at \$30 per share, but later purchasers paid considerably more than that.

It was not revealed what value was assigned to the life business in arriving at the valuation. If the A. & H. business of United Benefit were entirely disregarded, the price of \$235 per share would involve a valuation of about \$15 per thousand on the life business.

In connection with the problem, a thoroughgoing study of the Mutual Benefit-United Benefit operation was conducted by Arthur Andersen & Co., the accounting firm, and the cost to the company for this was \$187,000.

Chicago H. O. Underwriters Name Rogers President

Bernard B. Rogers, Washington National, has been elected president of Chicago Home Office Life Underwriters Assn. Homer Pratt, Brotherhood of Railway Engineers, is vice-president, and Fred J. Moldenhauer, United, secretary.

The next meeting will be held July 5.

Seattle Council Elects

Seattle Life Insurance & Trust Council has elected Lawrence L. Allison, Bank of California, as president; Gordon E. Crosby, Jr., New England Mutual, as vice-president; Hamilton Redman, National Bank of Commerce, secretary; and D. W. Dewar, Penn Mutual, treasurer. Reno P. Ransom, Seattle First National Bank; and John Metz, Massachusetts Mutual, have been elected to the executive committee.

Dasct Underwriters, general agency of United States Life at New York City, celebrated its 20th anniversary with the company at a testimonial dinner there at which Richard Rhodebeck, company president, acted as toastmaster. The agency is headed by Emanuel Dash.

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George I
Pat Murph
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Says Army Colonel Got Commission on Armed Forces Cover

WASHINGTON—William H. Kasten, former chief of army finance, told the House armed services subcommittee that a former army colonel, Roy Green, collected a commission on \$44 million of group insurance while still on active duty, in connection with coverage of Armed Services Mutual Benefit Assn., which General Kasten and Colonel Green promoted.

General Kasten said that Colonel Green, now an agent of Equitable Society, drew the commission as agent of record, a position to which he was appointed immediately after retiring from the army.

General Kasten said that he himself made no money on the arrangement until he retired and became general manager of the association. He said that the idea of forming a mutual insurance company for officers was presented to him by Colonel Green, who thought such a company was necessary to protect officers assigned to overseas duty. He said such insurance was not available from private companies "and the only way we could get coverage was to organize a group and get some insurance company to underwrite it."

Equitable Society was the first company to underwrite the association. The coverage was changed to John Hancock Mutual and State Mutual last February. Colonel Green told the committee the change was made by Kasten to cut him (Green) out of the picture.

Can't Grant Mortgages Just to Those Buying Life Insurance, W. Va. Holds

CHARLESTON, W. VA.—Assistant Attorney-general Brown of West Virginia has given Insurance Commissioner Crichton an opinion holding that it is illegal for an insurance company to offer to make real estate loans only to persons who buy new life insurance policies.

The opinion stated that "the thing that influences the prospective borrower to purchase the insurance is obtaining of a loan, and the loan is the benefit or advantage which the borrower is to receive if he buys the insurance in the plan you set forth.... The loan would be an inducement for the purchase of the insurance." The opinion adds that such an inducement for the purchase of the life insurance would violate the state insurance law.

Commissioner Crichton said the ruling applied to all life companies "but more particularly Equitable," referring to Equitable Society's combination of mortgage loan plus mortgage protection insurance.

NO COMMENT BY EQUITABLE

NEW YORK—Equitable Society



George Butler, Texas commissioner and Pat Murphy, South Carolina commissioner, at N.A.I.C. meeting at Quebec.

said it had received no official notification of the ruling and was withholding comment. Apparently no hearing was conducted by the attorney-general before the ruling was issued. The company has had problems before with its "Assured Home Ownership" plan but in all cases it has received approval after explaining its case. The plan stirs up considerable irritation among mortgage lending organizations. Many of them have lost loan business because of it. The "A.H.O." sales package is very popular with the company's agents. Last year more than \$200 million of this type business was sold.

Undoubtedly the company will contest the ruling if it affects its sales operation. The company's nation-wide advertising and sales promotion activities regularly feature "A.H.O." Competitors have taken occasional jabs at the plan. Its success is viewed as dependent upon a sizable volume such as the company has built after years of training, mortgage and agency staffs and gaining public acceptance of the idea through its promotional work.

Prudential Covers Steelworkers

The CIO steelworkers, General Fireproofing Co. and the Prudential have drawn up a pension program for some 3,800 employees. The negotiated con-

tract runs for five years. It provides for retirement at 65 of both salaried and union employees with 15 or more years of service. Pensions, including any social security benefits, will range from \$60 a month upward. For those who have 25 years of service, a minimum of \$100 a month is assured. Employees who retired after June 1, 1948, are also covered. As each employee comes up for retirement, General Fireproofing will pay a single premium to Prudential to buy an annuity.

Zachary Hickman Mentioned

The Danville attorney who is being mentioned as a possible successor to Harry B. Hershey as Illinois insurance director in view of persistent rumors that Mr. Hershey's resignation is imminent is Zachary Hickman, and not Melville Hickman, as was stated in last week's edition.

Brunton Sole Nominee

CINCINNATI—W. H. Brunton, Mutual Benefit Life, vice-president of the Cincinnati association, is the uncontested choice for president at the election meeting June 23. Joseph M. Gantz, general agent of Pacific Mutual, will speak on "Truth is stronger than fiction."

Mass. Monopolistic State Fund DBL Believed Defeated

Some definite indication of the outcome of disability benefits bills in Massachusetts was expected after hearings and voting scheduled to take place in the legislature Wednesday afternoon this week. The state fund monopoly bill appears to be defeated for this session, which is expected to end early in July though there is no statutory time limit.

Several other bills were in various stages of passage or scheduled for introduction, with the outcome in doubt. The employee elective type bill was apparently not going to pass. Three other possibilities included an all-private type bill, a New York and a California type law. There are supporters for all types. Insurance sentiment was split among those who thought some bill this year desirable and those who want to wait until the next session.

Alfred Sileo, advertising manager of Union Labor Life, was recently married to Miss Louise Saggese.



HE DESERVED THE

N. Q. A.

When the Prudential representative sold the policy on this child 'way back in 1875, he sold it "but good." It's still in force.

That policy was one of the twelve sold during our first week in business. Through the following 75 years, the friendly, capable service of our representatives gained such wide-spread acceptance that now over 26 million people have a Prudential man or woman as their life insurance adviser. Because quality service is in The Prudential tradition, we are proud that so many of our representatives—more than 750—qualified for the National Quality Award this year. We congratulate them and all the other qualifiers for winning this nation-wide award, and wish them even greater success for the future.

THE PRUDENTIAL INSURANCE COMPANY OF AMERICA

A mutual life insurance company

HOME OFFICE
NEWARK, N. J.

WESTERN HOME OFFICE
LOS ANGELES, CALIF.



Conn. Mutual Half-Million Men Meet

Connecticut Mutual's half-million dollar producers met for a hard-working three-day educational session at Highland Park, Ill. The gathering consti-

bracket of producers. The qualification requirement was \$500,000 of business, exclusive of family income or any type of annuity business.

E. A. Starr, assistant superintendent of agencies, was chairman. Following a welcome by Mr. Smith, Denis B. Maduro, New York City lawyer, talked on the opportunities in business insurance. He emphasized that agents should always find a business reason for attempting to sell a business policy. For this reason the agent must get to know enough about the business he is prospecting in to understand what a business reason would be. Tax or life insurance reasons are not enough, he emphasized.

A panel on "How I Sell Business Insurance" had as participants H. E. Duffy, Waterbury, Conn.; S. W. Tracy, Rockford, Ill.; R. H. Stedman, Jr., Charlotte, N. C.; N. I. Gordon, Cleveland, and E. T. Kirtz, Cleveland.

Investments Highly Competitive

President Peter M. Fraser was host at a reception and spoke at dinner on investments. He said that interest rates have been going down and the business is definitely in a period of low interest rates and intensive competition for investments.

After dinner K. Raymond Clark, Chicago lawyer, talked on legal and tax aspects of business insurance.

Speakers the second day included Mr. Maduro, S. R. Mickle of Charlotte, R. B. Hardy, Lima, O., and W. K. Whipple, Perry, Ga. L. C. Horner, the Vis-



Peter M. Fraser



G. F. B. Smith

tuted an intensive course in business insurance and employee benefit plans, with a talk on the general economic picture by Director Philip Wernette of the University of Michigan bureau of business research and a talk on prestige by Vice-president Vincent B. Coffin. Afternoons were free for golf or other amusements but school resumed again after dinner.

There were 41 qualifiers this year, which is the second time the company has run a special conference for its half-million dollar producers. The aim of Vice-president George F. B. Smith in arranging these meetings was not only to recognize the top producers but to give them the information and equipment to help them remain in the upper

king Corp., Chicago, and I. C. Rinn, of Rinn X-ray Products, Chicago, spoke on the employer's viewpoint on pension plans and profit sharing plans, respectively. Mr. Clark talked that evening on



Vincent B. Coffin



E. A. Starr

legal and tax aspects of employee plans. Dr. Wernette and Mr. Coffin were the Saturday speakers. Louis J. Fink, the company's leading producer, was host at a cocktail party the second day.

Mutual Life Management Training Unit Graduates 13

There were 13 graduating from the first management training unit of Mutual Life. They received diplomas from Louis W. Dawson, president, at a luncheon at the home office.

There was one woman in the group. The graduates had been in the program since May 1, 1949. The program is designed to develop most of the company's future leaders from the ranks of present employees.

The company will form a second unit to begin study in September. The 12 students who make up the group will be selected on the basis of education, demonstrated ability, and special examinations. Three members will be chosen from a special trainee group of college graduates.

Five Already Promoted

Of the graduates five have been promoted since the class began. Others have returned to former positions and will be considered for promotion. Three will act as instructors for the next unit.

Courses were formulated on dictation and correspondence, public speaking, and an induction and indoctrination programs were devised.

The management training program was developed by the company's personnel division headed by George Wilgus. The course was conducted by Donald Hyer, personnel assistant.

Graduates included: Miss Frances Novotny, Clifton A. Darrigrand, Joseph L. Engleman, John Garbarini, George Gray, Edward M. Higgins, William Landwehrle, John D. Malone, Alfred E. Rasmussen, Frank Rummel, Orrin S. Tovson, Charles H. Wehner, and George H. Woodward.

HIP Will Try Health Experiment in N. Y. City

The Health Insurance Plan of Greater New York will inaugurate Sept. 1 a health experiment among 500 selected families enrolled in the plan. It will test a system designed to keep entire families mentally and physically fit by preventive measures. More than 300 doctors, social workers and medical technicians will cooperate.

Organizations participating in the plan are the Community Service Society, Montefiore Hospital and Columbia University's College of Physicians & Surgeons. The participating families already receive medical care on a prepaid basis through the HIP. In addition, families participating in the experiment will receive general health instructions, specific medical treatment including dentistry plus a thorough confidential discussion of occupational, vocational and mental activities that might have a bearing on health.

Raymond O. Hollis, an assistant secretary of the John Hancock, has been elected president of the Bates College Alumni Assn.

Offices Writing DBL in New York Working Overtime

NEW YORK—The disability benefits sales boom finally got under way in New York State, with about 10 business days left for production work. Some company staffs were working nights and some offices expected to remain open Saturday and Sunday as they did last week.

Early in the week business began to pick up and by weekend it was going at a fast clip. Opinion was mixed as to whether the late start would prevent some employers from qualifying before the deadline.

The workmen's compensation board was disturbed at the small number of certificates of insurance that had been filed with it for approval as the deadline approached. It sent out a bulletin to all employers urging them to make a prompt decision. The board expected a great flow of plans in the last week. Immediate statistics were not available because the board is concentrating on the job of processing plans.

The great majority of cases continued to provide only those benefits required by law. Few plans were written for benefits above the statutory level.

Group men indicated that larger cases were beginning to arrive for the first time. Most of the business that had arrived early was in the below-49-lives group. Larger employers had apparently made up their minds and decided on carriers. The few cases noticed that provided more than statutory benefits were parts of over-all welfare plans. Employers seemed primarily interested in complying with the law.

There did not seem to be any particular trend as to where business was going. Group men of all companies queried said they were getting a satisfactory volume of business.

The final week of June was expected to be a growing snowball of business. The July 4 weekend is looked forward to with great expectations of relaxation.

New A. & H. Service

Bureau of A. & H. Underwriters has expanded its services to include group disability coverage. The bureau governing committee announced that the widened company interest in group disability since the enactment of New York DBL indicated the need for a trade association source of service to group companies at the operational level. The service will include the dissemination of group disability information and the conduct of studies affecting it in addition to present services in statutory group disability coverages. Named to the bureau group and statutory disability committee were P. J. Burns, Eagle-Globe-Royal, chairman; Howard A. Moreen, Aetna Life; Francis T. Curran, Commercial Casualty; William F. Brownlee, Connecticut General; Harry V. Williams, Hartford A. & I.; E. H. Marshall, Indemnity of North America, and George E. Light, Travelers.



Commissioners Murphy of South Carolina, Stone of Nebraska and Harrington of Massachusetts at Insurance Commissioners meeting at Quebec.

but they're in complete agreement
on the career building value of

GENERAL AMERICAN LIFE'S SALES TRAINING PROCEDURE

Agency Builders Callow, Strimple, and Newblock are among the top field administrators of the company's sales training procedure.

"Well trained, productive agents 'stick,'" they say. "And the fact more than 80% of these completing our 3-step sales training program are still with the company proves our system effective in building successful career underwriters."

It's another of many reasons why we echo, "You're always in business with . . .

GENERAL AMERICAN LIFE INSURANCE COMPANY
WALTER W. HEAD, PRESIDENT
SAINT LOUIS

More Sales Made to Those Who Already Are Policyholders

The ordinary life insurance agent today is selling more policies — for larger amounts — to buyers who already own life insurance than he did in 1942, according to the findings in "Who Buys Ordinary Life Insurance?" Life Insurance Agency Management Assn.'s first report on the 1949 buyer.

It shows 73% of the adult males buying insurance from ordinary agents own some previous insurance, although 7% of this number have only National Service life insurance; 22% are policy owners of the agent's own company, and the remaining 44% have insurance in other companies only.

There is indication that the ordinary agent is now concentrating on the kind of buyer who owns larger amounts of insurance. In 1942, 38% of his male buyers had no previous insurance and another 32% had less than \$3,000. In 1949, 27% had none and 23% owned less than \$3,000.

Of those with previous insurance, 59% had \$5,000 or more and one-fifth had less than \$2,000; 21% had \$15,000 or more. Since previous amount owned has a decided effect on the size of the present policy, it is not surprising that the proportion of the 1949 volume contributed by those with less than \$2,000 of insurance is 10%, while the proportion contributed by those with \$15,000 or over is 37%.

Little Change for Combination Man

For the combination agent, there has been almost no change in the market since 1942 for previous insurance of the buyers. About a third of his business comes from buyers, both male and female, who are already insured with his company. He, like the ordinary agent, sells only about 27% of his policies to men who own no other life insurance, and another 49% of his male buyers own less than \$3,000 of insurance. The only real change in distribution for the combination agent is a decrease in the proportion of the male market owning less than \$1,000 of insurance.

While 64% of the women who buy from ordinary agents have no other insurance in force, representing 54% of the volume in this market, almost half of the women buying from combination agents own some previous insurance, and 49% have less than \$3,000.

The association found a pronounced relation between the amount of previous insurance owned and the companies in which it is held, and the size of the present policy. Apparently, the more insurance a buyer owns, the more he is likely to buy. And, for the ordinary agent, the largest part of his male market is among men who hold insurance in other companies. He sells close to half of his policies to this group and receives half of his volume from them. Women policyholders in his own company are a better bet for repeat sales than women who have insurance only in other companies, but the highest average size policy is sold to women with insurance in both his own company and in other companies.

Variations in Average Policy

While the average policy also varies for men and women sold by combination agents according to the company in which the previous insurance is held, the differences are slight compared with the ordinary market.

Another factor affecting the size of the policy sold in 1949 is ownership of N.S.L.I. The report points out that N.S.L.I. owners are a select group, and that probably only ex-servicemen who believe in insurance have continued N.S.L.I. in force.

An interesting fact in connection with N.S.L.I. owned is that men who have \$10,000 or the full amount of government insurance are "good" buyers from the ordinary agent's standpoint, while

those with less than the full amount are no better than men with no N.S.L.I. at all. Less than a fifth of the ordinary agent's male market owns N.S.L.I., but 13% who have the entire \$10,000 contribute 19% of the volume. The 5% who have less than \$10,000 of N.S.L.I. buy policies which are smaller than the average.

The effect of N.S.L.I. ownership in the combination agent's market is even more obvious. While the average policy for men with previous insurance in the agent's company and other companies is about \$2,000 more than the average policy for those with no previous insurance, N.S.L.I. ownership combined with a previous policy in the agent's company accounts for a \$2,300 increase over the average. "N.S.L.I. ownership in any amount is accompanied by larger average policies bought by men from combination agents."

The study covers 24,817 policies totaling \$100,550,700 applied for in the U. S. from 64 companies in May, 1949.

REACTION FAVORABLE

Policyholders Don't Oppose Discussion of "Hot" Subjects

Practically no adverse criticism came from policyholders after the inclusion by companies in 1949 annual reports of criticism of controversial national policies.

Many companies spot checked policyholder reaction throughout the country and report that opposition to the practice was negligible.

Some companies distribute a large annual report in pamphlet form to a selected group or groups such as banks, mortgage loan correspondents, educational institutions, medical examiners, etc. These groups were in complete agreement with the life business as would be expected. Companies were encouraged, however, that the millions of policyholders who received the smaller annual report in digest form were not antagonistic to the idea.

Should Realize Problem

Generally companies have discarded their timidity on this score. Many now believe that a full and complete discussion of problems in which the policyholder should be interested is good material for an annual report. Policyholders should know what effect inflation is going to have on the proceeds of their policies.

Companies do not comment on any problem which would have application to only one section of the country. Generally the reaction has been that the time had come for persons in responsible positions to speak up. Policyholder reaction was the same in companies that use both a controlled list for distribution of annual reports and among those which blanketed all policyholders with their report.

A sampling of letters received by one company included thanks for the company's courage in suggesting resistance to government pressure to spend more and tax less; encouragement about comments on free enterprise and sound economy; praise for the effort made to acquaint the public with dangers facing it; satisfaction that the life business is using its facilities to help get the message of sound economy to the people.

Anti-Security Coalition

Insurance companies, National Assn. of Manufacturers and American Medical Assn. have formed a coalition to block the expansion of social security, Oscar R. Ewing, federal security administrator, said in a talk at Hamilton, N. Y., before the youth division of the Democratic state committee. Mr. Ewing is being mentioned repeatedly as a possible Democratic candidate for governor of New York in the fall election.

INDIVIDUAL SECURITY...

"Security" and "freedom" are two words that have been kicked around pretty freely in recent years.

In their names, all kinds of fancy schemes have sprung up.

The only kind of security worthy of the name is that which is planned carefully, on a long-range basis, geared to the individual's own situation in life, and guaranteed to include individual freedom.

Life Insurance provides that form of security.

The
**NATIONAL LIFE
AND ACCIDENT
Insurance Company, Inc.**



HOME OFFICE
NASHVILLE
TENNESSEE

NATIONAL BLDG.

Senate Action Gives Employe Status for Agents a Boost

Provision Unchanged as HR 6000 Goes Through: Wage Base Raised

WASHINGTON — The Senate has passed H.R. 6000, the social security bill, in much the same form as it was reported by the Senate finance committee, the main difference being the raising of the wage base from the present \$3,000 to \$3,600. The measure was sent to a conference committee, which will have to work out a compromise with the house-passed version, which differed in innumerable particulars from the senate version.

The provision making full-time life insurance agents employees is the same in both versions, however.

The Senate also adopted a resolution for further study of social security by the finance committee, believed to be looking toward universal coverage.

Here is what the principal provisions of the Senate bill would do:

1. Increase the taxable wage base—the amount of wages subject to social security tax—from \$3,000 to \$3,600 a year.

2. Keep the present 1½% payroll tax until 1955. Thereafter it would go to 2% thru 1959, 2½% from 1960 thru 1964, to 3% from 1965 thru 1969, and would reach a "final" rate of 3½% in 1970. The payroll tax paid by a worker is matched by his employer.

3. Add approximately 10 million persons to the 35 million now covered by social security. The bill would require the addition of regularly employed domestic and agricultural workers, and non-farm self-employed persons, with the exception of certain professions, including doctors, lawyers, dentists, architects, engineers, and accountants. State and local government employees not covered by retirement systems could come under social security if they wished.

4. Increase the monthly benefits of approximately 2.9 million persons now receiving old age and survivors benefits by about 90%. The increases would range from 60% for high benefit groups and more than 100% for low benefit groups.

Minimum Would Be \$20

5. Increase the average primary benefit now paid to retired individuals from approximately \$26 a month to about \$49. The minimum of \$10 would increase to \$20 and the present maximum of \$45 would go to \$80.

6. Double present average benefits to those who will retire after 1950. This would be accomplished by a new formula providing for a benefit of 50% of the first \$100 of average monthly wage, plus 15% of the next \$200—based on the maximum wage and tax base of \$3,600 a year.

7. Increase the present minimum primary benefit after 1950 from \$10 to \$25 a month, except for those with low wages—averaging under \$34 a month—

for whom the minimum would be \$20.

8. Increase the maximum family benefit from the present \$85 a month to \$150, but not more than 80% of the average monthly wage of the insured person.

"New Start" Permitted

9. Compute the average wage by dividing the total wages paid the worker by the total number of months since 1936, as in the present law, but provide a "new start" by computing the period after 1950 if a larger average should result.

10. Liberalize the eligibility for benefits by reducing the number of quarters during which a beneficiary must have been covered. This would result in the payment of benefits to an additional 500,000 persons during the first year of the bill's operation and supposedly would reduce the need for public assistance expenditures by the states.

11. Liberalize the provisions for paying benefits to dependents of women workers and wives of retired workers.

12. Give veterans wage credits under the social security system of \$160 a month for the time spent in service between 1940 and 1947.

May Sales Up 22%; Five Month Rise 16%

Life sales in the U. S. in May increased 22% over May last year, according to Life Insurance Agency Management Assn. Total purchases were \$2,273,000,000 compared with \$1,861,000,000, up 16% over May a year ago. Industrial sales in May amounted to \$479,000,000, an increase of 11%. Group life sales were \$332,000,000 in May, an increase of 91% over May a year ago. This figure represents new groups set up and does not include additions under contracts already in force.

In the first five months of the year total life insurance purchases were \$10,937,000,000, an increase of 16% over the first five months of 1949. Purchases of ordinary life insurance accounted for \$6,650,000,000, an increase of 8% over last year. Industrial represented \$2,249,000,000, an increase of 12% as compared with last year, while group amounted to \$2,038,000,000, an increase of 58% as compared with the first five months of last year.

Set Up \$100,000 Research Fund

John Hancock has set aside \$100,000 for a research project with Massachusetts Institute of Technology in medicine, biology, food technology and high-speed computing. Facilities at M.I.T.'s radiation laboratory, for treating malignant diseases will be available to John Hancock at the discretion of medical authorities. The \$100,000 will be used over a five-year period.

Slattery Honored



The executive committee of the National Life of Vermont General Agents Assn. honored D. Bobb Slattery (center) recently when it presented him a double pen set at the New York office on Mr. Slattery's birthday. Mr. Slattery, former agency vice-president of National Life, has just become vice-president of Penn Mutual.

The base of the desk set carries the inscription: "D. Bobb Slattery, a sincere friend and a great leader, from the executive committee National Life General Agents Association."

Presentation was made by Leonard Godine (left), Baltimore, president of the executive committee, and Harold Smyth, Hartford, vice-president (right).

Dewey Move Studied from Insurance Angle

NEW YORK — The announcement by Gov. Dewey that he would not be a candidate for reelection in November has lent greater credence to reports that Superintendent Dineen of New York will soon resign. Presumably this resignation will come before the election. Mr. Dineen went to White Sulphur Springs this week to be with Mr. Dewey at the Governors' Conference, following a few days at Quebec for the N.A.L.C. meeting. He has refrained from commenting on the many rumors that continue to crop up about his future intentions. Mr. Dewey's term expires Dec. 31.

The probable Republican candidate will be the present lieutenant governor, Joe R. Hanley. He is generally thought of as having the same political concepts as Mr. Dewey. Should Mr. Dineen leave before the end of the year there might be an interim appointment of a successor by Mr. Dewey. This appointee might be reappointed by Mr. Hanley if he is elected, or the latter may name his own man.

Weakened Republican Chances

Mr. Dewey's decision not to run is conceded to have weakened the Republican chances in the state. Political observers agree that a Dewey candidacy would have a better chance to succeed than Hanley's.

Among the prominent Democratic gubernatorial possibilities are Oscar R. Ewing, federal security administrator; W. Averell Harriman, presidential adviser on cold war problems, and Rep. Franklin D. Roosevelt, Jr. The state hasn't had a Democratic governor since 1942. Who would be named superintendent of insurance if the Democrat wins hasn't yet made the grade as a scuttlebutt topic.

There was some speculation that Mary Donlon, workmen's compensation board chairman, might be nominated for lieutenant governor to run with Mr. Hanley. Her prominence in insurance circles, which formerly was centered among casualty people, has become widespread among group life and A. & H. people since the board undertook the administration of the state's disability benefits law.

Strong Rumors at Quebec

At Quebec there were strong rumors that Mr. Dineen would go with a major life insurance company in the midwest in high executive capacity.

Among those mentioned as possibilities to succeed Mr. Dineen as superintendent are A. J. Bohliger, deputy superintendent, and John C. Stott of Norwich, N. Y., a local agent and former president of National Assn. of Insurance Agents.

Public Must Curb Demands If It's to Beat Inflation

President Holgar J. Johnson of Institute of Life Insurance spoke on the life companies' new advertising campaign in his talk at the St. Louis Life Underwriters Assn. meeting. He pointed out that part of the program for stopping inflationary government spending is for the public to recognize its part in the problem and start asking for less in the way of services from the government.

Other speakers were Donald F. Barnes, the institute's director of promotion and advertising and W. C. McEachan, vice-president, J. Walter Thompson Company, which handles the institute advertising account.

National quality awards were presented to 83.

Earlier in the week the three speakers conducted a two-day public relations forum to acquaint local life insurance people with the work of the institute.

The CAPITOL LIFE INSURANCE COMPANY
CLARENCE J. DALY, President
HOME OFFICE • DENVER



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OHIO Figures for 1949 Shown

All figures are for ordinary unless designated (G) for group or (I) for industrial. New business figures include business revised and increased as well as new business paid-for.

OHIO COMPANIES

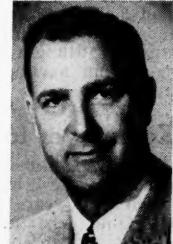
	New Business	In Force
Central, Ohio	735,428	3,045,389
(G) 496,000	470,000	
Columbus Mutual	14,933,102	132,473,498
Credit Life	1,823,864	1,194,855
(G) 10,638,843	6,992,139	
Dunbar Life	724,416	1,473,755
Eagles Nat. Life	5,454,990	4,524,145
Farm Bureau	24,927,758	102,527,523
(G) 2,837,000	9,594,500	
Midland Mutual	10,254,248	122,784,977
(G) 71,500	912,865	
Ohio National	9,890,670	86,233,528
(G) 198,060	468,560	
(I)	42,580	
Ohio State	11,821,122	111,653,928
(G) 267,500	622,500	
Union Central	11,984,958	151,787,851
(G) 1,622,900	1,478,800	
Western & Southern	54,518,033	412,174,896
(G) 1,774,213	9,165,183	
(I) 47,201,772	486,694,789	

OTHER STATE COMPANIES

	New Business	In Force
Acacia Mutual	10,628,866	95,807,665
Aetna Life	20,267,913	156,224,678
(G) 161,516,975	515,727,780	
All States	42,000	2,673,795
(I) 4,356,094	7,316,172	
Amer. Home Mut. (I)	409,035	457,494
Amer. L. & A.	1,160	54,160
(I) 15,058,762	42,542,360	
American Nat.	18,661,056	18,562,814
American United	3,935,243	34,513,247
Atlanta Life	410,015	2,366,170
(I) 2,684,915	7,308,610	
Baltimore Life	193,957	201,258
(I)	3,174,475	
Bankers L. & C.	3,223,071	1,820,724
(I)	1,087,983	
Bankers, Iowa	4,888,870	68,167,881
(G) 3,663,817	17,598,861	
Bankers, Neb.	2,736,878	12,284,317
Bankers National	638,847	5,943,541
Bankers Secur. (G)	5,209,220	3,073,609
Beneficial Stand.	11,502	27,356
Ben. Assn. Ry. Emp.	394,945	551,128
(G) 135,000	577,000	
Berkshire Life	2,145,820	20,892,858
Business Men's	2,926,741	12,952,157
(G) 287,000	1,240,500	
Central, Iowa	2,385,544	18,400,268
Central, Ill.	510,382	5,786,334
(I) 4,545,168	16,528,305	
College Life	1,738,500	3,115,500
Columbian Nat.	1,564,074	6,400,193
(G) 161,290	641,280	
Com'wealth L. & A.	221,950	200,850
(I) 15,336,559	3,647,192	
Commonwealth, Ky.	8,328,445	38,368,512
(I) 2,362,389	7,642,849	
Conn. General	14,600,074	107,242,468
(G) 25,242,038	61,151,129	
Conn. Mutual	17,200,312	136,475,129
Continental Amer.	130,472	1,157,551
Continental Assur.	6,745,566	45,531,171
(G) 14,832,841	43,627,446	
Cuna Mut. Wis.	44,961	265,614
(G) 10,136,544	23,638,879	
Domestic L. & A.	26,7500	1,761,929
(I) 4,325,752	11,055,74	
Empire State	64,434	491,703
Equitable Soc.	33,400,193	333,653,298
(G) 134,060,165	571,559,633	
Equitable, D. C.	5,792,852	50,686,660
(I) 5,257,087	45,982,602	
Equitable, Iowa	8,748,183	106,209,074
Expressmen's	31,1451	3,252,913
Farmers, Iowa	726,922	1,353,478
Farmers & Traders	2,604,409	22,132,167
Federal, Ill. & C.	26,654	621,1750
Federal, Ill.	295,047	1,248,044
Fidelity H. & A.	18,500	22,500
Fidelity Mutual	1,987,809	25,526,140
Franklin Life	3,947,507	16,862,937
(G) 109,000	150,000	
General American	543,500	12,053,897
(G) 1,547,603	8,950,088	
Girard Life	4,210	4,916,261
Great Lakes Mut.	82,500	164,000
(I) 2,564,980	1,816,310	
Guarantee Mutual	677,463	7,018,366
Guardian, N. Y.	3,345,879	25,395,807
Home Life, N. Y.	1,759,651	22,946,633
Ill. Bankers	3,209,455	14,955,675
(I) 391,351	770,102	
Indianapolis	3,671,398	21,600,111
Inter-Ocean	528,000	768,000
(I) 2,449,600	2,174,000	
Jefferson National	1,370,194	2,583,000
Jefferson Standard	2,425,805	8,682,316
John Hancock	38,108,662	338,293,318
(G) 32,160,700	96,641,822	
(I) 12,879,754	99,666,072	
Kansas City Life	2,925,237	17,763,084
Kentucky Central	927,700	3,593,879
(I) 13,512,22	19,223,763	
Ky. Home Mut.	972,801	6,220,590
(G) 4,000	1,544,500	
Knights Life	98,672	511,570
(I) 880,857	864,094	
Lafayette, Ind.	1,191,203	7,492,302
Life of Va.	4,931,505	37,166,143
(G) 6,946,150	51,17,780	
Lincoln National	28,977,567	291,981,806
(G) 4,392,220	14,462,056	
Loyal Protective	417,118	1,723,032
Lutheran Mutual	4,334,472	30,615,449
Mammoth L. & A.	238,000	283,000
(I) 6,964,637	7,847,895	
Manhattan	833,347	5,314,540
Mass. Mutual	14,769,620	198,370,759
(G) 2,545,758	4,258,958	

A. D. Dulaney, veteran deputy in the Arkansas Insurance department, is in St. Vincent hospital at Little Rock with a possible hip fracture and complications. Mr. Dulaney served a term as commissioner in the early 1930's. He was a deputy before that and he has been a deputy most of the time since.

Robert L. Altick, whose appointment as Oregon general agent for Mutual Benefit Life was reported in last week's issue, has been with Massachusetts Mutual for 20 years. He will assume his new duties July 1 with headquarters at Portland.



LIFE INSURANCE EDITION

GREAT SOUTHERNERS

Automatically

BUILD LIFETIME PENSION INCOME

The Great Southern Agents' Benefit Plan has been developed to provide our agents confidence in the security of their future. Inasmuch as the Company credits the individual agent with retirement annuities on a basis of annual income plus added annuities for paid-for production and renewals . . . the amount of such annuities plus life insurance are unlimited . . . the establishment of this protection becomes automatic for all active producers.

The Agents' Benefit Plan is entirely non-contributory and provides:

1. Substantial pension benefits at retirement age.
2. Substantial benefits for dependents in event of death before reaching retirement age.
3. Liberal hospitalization and surgical benefits; the right to purchase these benefits for his wife and children.
4. Specific benefits in event of total and permanent disability before reaching retirement age.



INSURANCE COMPANY
HOME OFFICE HOUSTON 1, TEXAS

COMPLETE PERSONAL INSURANCE COVERAGE

"REGISTERED
POLICY
PROTECTION!"

LIFE
HEALTH
ACCIDENT
HOSPITALIZATION
MEDICAL and SURGICAL
REIMBURSEMENT
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FRANCHISE
BROKERAGE
REINSURANCE

REPUBLIC NATIONAL LIFE
INSURANCE COMPANYTHEO. P. BEASLEY, President
HOME OFFICE

DALLAS, TEXAS

Life Insurance in force exceeds \$297,000,000.00

THE
MANUFACTURERS LIFE
OFFERSParticipating and Non-Participating Plans
Standard and Sub-Standard Insurance

- ★ Low Rate Whole Life Plans
- ★ Double Family Income & to Age 65
- ★ Insurance on Selected Diabetics
- ★ Low Term Rates—Renewable & Convertible
- ★ Older Ages—Select Lives to 75
- ★ Single Premiums up to \$200,000
- ★ Foreign Travel and Residence
- ★ Special Juvenile & Mortgage Plans

THE
MANUFACTURERS
INSURANCE LIFE COMPANY

HEAD OFFICE • TORONTO, CANADA

Insurance in Force 1,185 Million Dollars

(Including Deferred Annuities)

ASSETS 378 MILLION DOLLARS

Fraternal Compend
Now off the Press

Up-to-date and comprehensive facts and figures concerning some 207 fraternal benefit societies are presented in the new "1950 Fraternal Compend-Digest," just off The National Underwriter Co. press. In this annual reference book, the exhibit for each society is designed to show its financial and actuarial condition, the cost of insurance to members admitted at the present time, and the essential features of the contracts now being issued. For each society, it provides an analysis of the latest financial statement, and shows a five-year record of its mortality ratio, interest earned, admitted assets, insurance written, and insurance in force.

Supplemental Data Included

Supplementing the financial data, is information concerning the officers, types of contracts issued, the territory in which the society is licensed to operate, and a brief history of each society. Special sections include a geographical index showing the societies licensed in each state with their membership therein, a table ranking the societies by insurance in force, data on social security and National Service life insurance, and a list of societies which have changed their names or their status in previous years. The insurance in force on the various valuation basis is also summarized for each society to give a more complete picture of its financial status. The "Fraternal Compend-Digest" sells singly at \$2.50 a copy and may be obtained from The National Underwriter Co., at 420 East Fourth, Cincinnati or any National Underwriter office.

Life Companies' Expense
Ratios Rose Last Year

The ratio of operating expenses to total income for all U. S. life insurance companies rose last year to 17.2% compared with 16.8% in 1948, according to the Institute of Life Insurance.

The increase in recent years is attributed by the institute to the general rise in costs and also to the great increase in purchases of new life insurance by American families. In periods of increasing life insurance sales, expenses naturally rise because of the cost of putting new business on the books.

The current expense ratio is considerably lower, however, than the peak reached in the early '20s when purchases rose sharply following the first world war.

Celebrates Sixth Birthday

The Northwestern Mutual agency in New York City headed by Harry Krueger and Walter S. Davidson celebrated its sixth anniversary at a meeting and dinner for agency members. Elgin G. Fassel, actuary, discussed the company's reserve-strengthening program.

Laflin C. Jones, assistant director of agencies, described the agent as a business man, emphasizing the need for constantly replenishing prospect inventories, the use of direct mail, and the desirability of hiring secretarial assistance to do detail work. David Stock, New York attorney, spoke on the marital deduction and business insurance procedures. The afternoon session concluded with a reception and dinner. The agency, largest for the company in the city, in 1949 got one-third of its business from agents recruited in the last five years.

Kolkmeyer to Miami Insurer

Joseph Kolkmeyer, who has been an examiner for the Florida department about two years and before that with the Ohio department, has become general chairman of Public National of Miami.

Ownership of
Life Insurance
Up \$6 Billion

By mid-year American families will have increased their life insurance ownership by an estimated \$6 billion since Jan. 1, according to the Institute of Life Insurance. The total is expected to pass \$220 billion by June 30, an increase of 100% in 12 years.

Sales of new life insurance in the U. S. are expected to exceed \$12½ billion for the half year, up more than \$1 billion.

Group Increase Greatest

Greatest gains have been shown in the purchase of group life insurance, spurred by the increased activity among employer-employee groups in setting up employee security programs. Well over \$2 billion of new group policies have been purchased since the first of the year.

Reflecting the increased ownership, payments to American families by their life insurance companies have risen this year, the total for the first six months probably reaching \$1.9 billion, up \$150 million, even though the death rate among policyholders appears to have been at or even below the record low of 1949.

Hancock Ups Collier,
Four Others at H. O.

Abram T. Collier has been elected 2nd vice-president of John Hancock Mutual, along with several other administrative appointments, all effective July 1. John M. Boermeester and John O. Trout of the actuarial department have been named assistant actuaries, and Kenneth F. MacIver, manager social security unit of the law department, assistant secretary.

Noel S. Baker, 2nd vice-president continues in charge of the ordinary policy departments, in addition to being in charge of the planning, purchasing and supply departments.

Mr. Collier, who will be in charge of personnel, joined the company as an assistant counsel in 1939, becoming associate counsel in 1944. The following year he was granted war leave for service with the office of scientific research and development.

Ross Is Utah President

Raymond R. Ross, Equitable Life & Casualty, was elected president of Utah A. & H. Club at its annual meeting at Salt Lake City. He succeeds Leo R. Porter, Columbian National Life, who becomes an ex-officio director. Theodore J. Alexander, Mutual Benefit H. & A., is vice-president, and Parley Woolsey, Mutual Benefit H. & A., re-elected secretary for the fifth year. Directors, in addition to Mr. Porter, are A. Harry Good, Walker agency; Max Rasmussen, Occidental Life; D. C. Stephens, Security Life & Accident; William Pappas, Mutual Benefit H. & A.

Wis. Natl. Enters Polio Field

Wisconsin National Life is now offering a policy covering polio and seven other dread diseases up to \$5,000 for \$4 per year for one person, \$7 for two persons, and \$10 for the family group.

John H. Muller, vice-president of Equitable Society, who is a trustee of Stevens Institute of Technology, gave the commencement address at the June graduation. Mr. Muller, who heads the assured home ownership program which features the sale of insurance to cover a mortgage loan, counseled the graduates not to resist changes that promote progress.

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Organized Plan for Recruiting Gets Good Results

Recruiting can be done on an organized basis like prospecting, according to Solomon Huber, general agent Mutual Benefit Life in New York City, who uses a cyclical procedure in which one day or one week is set aside each year for all initial interviews.

He has built up a list of 1,700 nominators who are reached once or twice each year by mail. These nominators are asked to pre-select the candidates. They are told that the agency will have an opening for one or possibly two men and not more. Letters to them are individually typed by special process and do not look like circulars. They are personal letters, personally addressed. They emphasize the value placed on the nominator's pre-selection and that his note of introduction will mean that his candidate automatically merits serious consideration. Nominators are told in no uncertain terms that the job as agent is competitive and not easy to get. The nominator's man is assured only of consideration. These centers are reached by monthly leaflet mailings and other pieces and the special letter is sent once a year.

Letters to Nominators

The letter mentions that the nominator can help someone in whom he is interested to get into a well rewarding profession, that the agency soon expects to add a man to its organization, and that it is prepared to finance him to the extent of his needs. Usually the centers have had insurance programs arranged by the agency or are acquainted with how it operates. Centers are told that the agency is looking for a man who can do a similar job for other persons.

The man the agency seeks is between 28 and 45 years of age, is married and has children. He is economically disturbed because there is no substantial future in his present connection. He has had a college education and business experience. He has a drive, a desire to go places and possesses leadership qualities, the letter says. He is a long-time resident of his community, likes people and people like him. He can take direction and has a capacity to learn to be a qualified agent. He need have no experience in the field.

Nominators are told that successful candidates will have an opportunity for constantly increasing earnings, advancement in position, a pension plan guaranteeing liberal income, hospitalization and substantial death benefit. They are told that candidates will be subject to various tests dealing with aptitude, intelligence and personality stretching over a period of weeks and that if successful they will be given continuous training to help them reach peak earnings.

The letter concludes with an indication of when the agency will conduct interviews. This usually is over a sufficient period of time to enable the candidate to make an appointment.

Greensboro C.L.U. Elects

W. H. Andrews, Jr., has been elected president of the Greensboro (N. C.) C.L.U. chapter, succeeding Henry P. Foust. Charles R. Siewers is vice-president; W. L. Sewell, secretary.

On Equitable Board

James M. Symes, vice-president in charge of operations of the Pennsylvania Railroad, has been elected a director of Equitable Society.

The agency of the late Robert E. Dwyer at **Sentle** has been purchased by W. R. Neill, Jr., general agent for the Northwestern Life. It will continue to be located in the Colman building.

Life People Invited to FSA Parley on Aging

WASHINGTON — Federal Security Administrator Ewing says that persons identified with the life insurance industry are being invited to the national conference on aging scheduled for Aug. 13-15. Some 1200 invitations are now going out. However, Mr. Ewing said names of those invited will not be released until acceptances are received.

A spokesman said that invitations are going to individuals identified with organizations interested in problems of aging, but that such organizations will not be represented as such. Invitees will be expected to pay their own expenses. A well known medical man on the staff of Metropolitan Life is reported invited.

Among problems to be discussed are those relating to economic conditions, employment, education, recreation, rehabilitation, social and psychological development. The conference was called as result of President Truman's request that FSA explore with appropriate groups problems of aging.

Old American Life of Seattle has joined American Life Convention, raising membership to 225 companies.

Holds Out Lure of Equity Yields on Pension Funds

Common stock investments should prove very advantageous for pension funds, according to the recently published manual on "Investment Companies" published by Arthur Weisenberger & Co., members of the New York Stock Exchange. The 1950 edition presents a review of yields in the past 20 years from common stock and high grade bonds. The stocks, on an annual rate of return on a compounded basis, had a return of 9.86%, insurance annuities 3.81%, and government bonds 3.08%. The report cites the tax advantages of pension funds and shows that on a percentage basis the net gain on the original investment in a common stock program was 182%; insurance annuity, 46%, and government bonds, 35%.

The report says: "Just as insurance companies provide a tested and economic mechanism for solving the insurance problems of individual companies and their employees, so the investment companies of America are equipped to solve their new investment problem —

even at more moderate cost."

R. C. Kramer, chairman of Interstate Department Stores, speaking at a luncheon arranged by the stock firm, said his company has diversified the investment portfolio of its pension fund by shifting from bonds to equities.

L. A. Supervisors Elect

Life Supervisors Assn. of Los Angeles has elected as president, James L. Gessner, Penn Mutual; vice-president, Gordon L. Prior, Manufacturers; secretary-treasurer, Jack Boone, Prudential.

An award for the highest standards of sanitation, superior efficiency and achievement in storing, handling, preparing and serving food was presented to the restaurant of **John Hancock Mutual** by "Institutions Magazine" in its national food service contest.

James M. Neely of Amarillo, Tex., a **New York Life** policyholder who bought a policy in 1899, recently reached age 96 and received a check for \$2,005 from John O. Nickels of the Fort Worth branch.

The policy became paid-up in 1919. Including dividends, Mr. Neely has received about \$600 more from the policy than he paid in premiums.



The GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE-WINNIPEG, CANADA

EDITORIAL COMMENT

Maybe You CAN Shoot Santa Claus

The Senate's passage this week of the social security bill by a vote of 81 to 2 after defeating administration attempts to tack on amendments that would have added more than \$2 billion to the annual cost of the program is an encouraging sign to those who have been rightly concerned about the government's pressure to spend ever more freely without much regard for the effect on future taxes or the effect that such action may have on the dollar's value.

Both parties share the credit for rejecting these frills. Those who have watched with misgivings the constant

and successful efforts to promote more and more governmental spending have realized that it takes a lot of moral integrity among legislators to resist the popular appeal inherent in giving people what they think is something for nothing just because payment is deferred.

This situation gave rise many years ago to the saying "Nobody wants to shoot Santa Claus." But the Senate vote indicates that maybe there is a chance to knock off the phoney Santa Claus who gives only what he takes away, diminished by a fat percentage for handling the money.

Keeping Handouts from the Wastebasket

M. C. Blackman of the "New York Herald Tribune" writing in "Editor & Publisher," a trade magazine in the newspaper field, reported that on a recent Saturday 225 publicists submitted news items to the city editor of the newspaper. He points out that Saturday is the lightest handout day of the week and that he has not included in his figures the news releases directed to the financial pages and other departments of the newspaper. It is easy to see that the mountain of news releases which descends upon a daily newspaper or any type of publication each day poses a special problem.

Mr. Blackman explains that after the copy boys have made a record of the releases, the handouts "go in batches to an assistant city editor, whose weary task is to skim through the thousands of words of prose searching for nuggets of news. One item in 10, perhaps, will go into a small basket for rewriting into a paragraph or more of news. A few will go into a file called, for obvious reasons, 'futures.' A few more will provide background for stories to which reporters are assigned, or suggestions for other assignments. All the rest, the vast unconsidered bulk of the day's handout grist, goes into a large basket—the wastebasket. Why?"

The newspaperman goes on to answer his question by saying that: "The chief reason is that press agents forget, or never know, that successful publicity must be presented so as to meet the requirements and the viewpoint of the newspaper rather than the client. In other words, it must be news, not advertising. The benefits accruing to the client are necessarily incidental."

From our own peculiar vantage point, we can concur with Mr. Blackman's

observations. We share the daily's problem though naturally a daily newspaper has far less interest in insurance news and far less patience with releases which contain no news or which bury the same beneath an effulgence of advertising plugs and a plethora of fancy figures.

Grinding out news releases for editorial wastebaskets all over the country is worse than a waste of time, it is also a waste of money and of opportunity. One of the first tenets of successful publicity would seem to be that any item must have genuine news value for the publication to which it is sent or no amount of clever writing can put it across. The closer the creator of such a release can come to appreciating conditions on the receiving end of the release, the more successful he will be.

It is all important, as Mr. Blackman says, to remember that such an item is news and not advertising. There are many insurance companies which have hired good newspapermen at substantial salaries to write their publicity. These men know what is news and they are hired to couch this news in such terms that it will be published in a maximum number of periodicals. But many times the considered products of the labor of these news specialists are wasted or weakened by the men who hire them to do the job and yet will not permit them to do it. There are many companies where news releases must pass over the desks of executives who, though they are not newsmen, take the liberty of "improving" the releases in such a way as to negate the news value of the product. The average executive, no matter how acute he may be, seems to regard a press release as a chance for ballyhooing his company. It costs money to do this, money spent in the

advertising columns of a newspaper or a magazine. The press release competes with the news of the world for free space. It has got to be succinct and newsworthy.

Mr. Blackman comments in his article that "many newspapermen lose their perspective when they become attached to the payroll of an advertising agency or a corporation." Chances are they lose their perspective after a series of corrections and rebuffs by their superiors or clients. They discover they must coat news for their bosses even though the newspapers reject the dressing. They begin to write for the boys in the front office rather than for those in the newspaper offices.

The press agent for the average company is under pressure to turn out a considerable quantity of releases to justify his position or to justify holding his account. This causes him to water down a good news story, by sending it out in takes or to pump up news situations far beyond what they are worth.

This quantity approach leads to a very low printing average. The man on the city desk having received reams of trivia from a certain company or

publicity agency gets so that he associates empty news releases with a certain publicity masthead. If something really newsworthy does come from this source, he may throw it into the wastebasket out of force of habit.

There are many cautions which might be extended to anyone attempting to gain honest publicity. One of the best suggestions is made by Mr. Blackman who emphasizes that for morning newspapers the writer should list on the handout a night telephone number where he can be reached for further, sometimes essential information.

It is important for an insurance company to obtain a favorable press and to keep itself in the public eye. It is worth hiring top news talent and therefore worth vesting these press representatives with autonomy, the right to recognize news and to write it when they choose and in the manner they feel will give the release the best chance of being published. So far as possible, the publicity representative of an insurance company has the professional and moral obligation to fight for personal independence and integrity of judgment and maintaining high news standards in his product.

PERSONAL SIDE OF THE BUSINESS

Phinehas Prouty, Jr., retired Los Angeles general agent of Connecticut Mutual, is recovering from a coronary occlusion, sustained at his home at La Jolla, Cal. He is a patient in the Scripps Hospital, La Jolla, and complete recovery is expected shortly.

J. Boyd Davis, associate general agent for Penn Mutual Life at Columbus, O., was recently given the degree of doctor of business administration by Ohio Northern University, of which he is a trustee. He is also president of the board of trustees of Rio Grande College.

T. P. Beasley, president of Republic National Life of Dallas, has been elected vice-chairman of the board of trustees of Jarvis Christian College. He has been a member of the board and of the executive committee. Mr. Beasley was recently elected vice-president of the Dallas Y.M.C.A.

George W. Skilton, comptroller Connecticut General Life, has been named chairman of the budget committee of Wesleyan University. He also was elected a regular member of the board, after having served five years as alumni trustee, and he was named to the board's executive committee. He graduated in 1917.

Sherman Huff, vice-president and manager of the Kansas-Missouri agency of Union National Life, is convalescing at his home following a major operation in a Topeka hospital. About 40 of his agents set aside a week in Mr. Huff's honor and submitted a total of \$226,979 of business as a get-well gesture.

Charles R. Van Anden, vice-president of New York Life, has been elected a

trustee of Dollar Savings Bank of New York.

Joy M. Luidens, executive secretary of Chicago Assn. of Life Underwriters, will set sail for a six week journey through Europe on July 11. Miss Luidens and her sister, Ethel, will be with a party of 18 women who will make the tour under the guidance of Dr. Lena M. Phillips of Columbia University, who is an observer for United Nations. Miss Luidens and her companions will be unofficial observers for the UN along the lines of international commercial co-operation.

High point of the trip will be the July meeting in London of the International Federation of Business & Professional Women of which Dr. Phillips is the founder. Miss Luidens will represent the chapter at Evanston, Ill. Included in the itinerary of the Misses Luidens will be a trip to their mother's birthplace in the Netherlands. Ethel Luidens is counselor of the public schools at New Brunswick, N. J. Joy Luidens plans to fly home from Paris.

Jesse W. Randall, president of Travelers, received an honorary master of arts degree at the commencement of Trinity College.

Members of the "Old Timers" group of the U. S. Junior Chamber of Commerce at the convention in Chicago included Bruce Palmer, vice-president of Mutual Benefit Life, former national president, and Horace R. Smith, assistant superintendent of agencies of Connecticut Mutual, one of the founders of "Future" magazine of the U.S.J.C.C. Roger Hull, executive vice-president of Mutual Life, is a former national vice-president of the junior chamber. The

THE NATIONAL UNDERWRITER

Published by THE NATIONAL UNDERWRITER CO., Chicago, Cincinnati, New York. PUBLICATION OFFICE, 175 W. Jackson Blvd., CHICAGO 4, ILL. Telephone WAbash 2-2704.

EDITORIAL DEPARTMENT: Managing Editor: Robert B. Mitchell. News Editor: F. A. Post.

Associate Editor: Levering Cartwright. Assistant Editors: Richard J. Thain, John C. Burridge.

OFFICERS: Howard J. Burridge, President. Louis H. Martin, Vice-President and Secretary. John Z. Herschede, Treasurer. 420 E. Fourth St., Cincinnati 2, Ohio.

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THE N
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"Old Timers" include former national and state leaders in the organization.

William P. Nelson, personnel manager of John Hancock, has been elected president of the Personnel Managers Club of Boston.

Mutual Benefit Life had as a member of its May analraph school **Frank R. Risley**, vice-president of the Charles Dallas Reach advertising agency, which has the Mutual Benefit advertising account. He is in charge of the account and wished to understand programming.

Thomas N. Muchard, district manager at Utica, was honored on his 25th anniversary with Prudential.

John H. Muller, vice-president of the Equitable Society and trustee of Stevens Institute of Technology, spoke to the graduating class of the institute.

Albert W. Moore, New England Mutual general agent in Philadelphia, received the Colgate alumni award for distinguished service at a special ceremony. Mr. Moore was recently reelected president of the Alumni Corp. for a fourth term.

Micou F. Browne, assistant agency director for Occidental Life of North Carolina, has been elected a vice-president of U. S. Junior Chamber of Commerce.

President **Edmund Fitzgerald** of Northwestern Mutual Life is making an extended stay at Honolulu. He has been there about two months.

Harry C. Hagerty, vice-president and treasurer of Metropolitan Life, was awarded an honorary degree of doctor of commercial science by Holy Cross College.

Henry A. Kirsch, Aetna Life, Shreveport, La., was the quickest of the "Quick Quick Qualifiers" for the 1951 Aetna Life Corps of Regionnaires.

Qualification starts June 1. All Aetna Life representatives have one year to meet the requirements. The few who qualify during the first month earn special recognition as "Quick Quick Qualifiers," but Mr. Kirsch placed more than enough life insurance on June 1, the first day of the qualifying year, to become the first 1951 Aetna Life Regionnaire. He has qualified for membership in the corps every year since joining Aetna Life in 1939.

INVESTMENT ANALYST

We have a man 42, with 18 years experience as an investment analyst for a bank, brokerage house and an insurance company. He has a good education, training and personality.

FERGASON PERSONNEL
330 S. Wells Street HARRISON 7-9040
Chicago 6, Illinois

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THE NATIONAL UNDERWRITER
Circulation Department
420 E. Fourth Street, Cincinnati 2, Ohio

Crown Life Marks 50th Anniversary



OBSERVATIONS

Graphic Indoctrination

While working for a baking company in Missouri in the early '30s, George Byrnes was totally disabled by an illness requiring hospitalization, the cost of which was covered by a group policy his company had with Equitable Society. His recovery was rapid and he soon enrolled at University of New Mexico.

On graduation Mr. Byrnes went to the Equitable office at Albuquerque. "I'd like a job selling life insurance," he told the manager there. "I think I know how to sell it—it saved my life." Today, 15 years later, Equitable Society named George Byrnes, now a resident of Pasadena, Cal., its outstanding agent. A specialist in estate planning, Mr. Byrnes wrote more than \$800,000 life business last year and has been a \$1 million producer for five years.

Investors' Psychology

As common stocks continue to climb on the market with the ascent stopped only by occasional profit taking, the yield figures used by mutual fund and stock salesmen look increasingly better. But the public is still too close to the collapse of 20 years ago to go overboard.

Most people who are old enough to have acquired sufficient funds to qualify them as prospects for these investments are also old enough to remember what happened to the market in the early 1930s. Generally the younger group, which might be inclined to take a chance, hasn't moved along sufficiently in the earnings bracket to be qualified as major investors.

One of the greatest sales assets that the life agent has is the reputation made by life companies during the depression. The smoothest sales presentation of the mutual fund salesmen frequently founders on the persistent public fear that the stock market might some day give a repeat performance.

Despite increased sales the general public is conditioned to a conservatism that won't let it look more than a few months into the future about business conditions. It takes longer than a year for the acquisition expense of mutual funds to be absorbed and earnings to be reflected in dividends. By then, the investor may feel, the market may not be so good and there might not be any dividends.

Union Groups More Popular

Representatives of companies more daring in this respect have had some quiet laughs over the change in attitude of certain group companies which formerly wouldn't touch union business

"with a 10-foot pole." Today some companies whose executives used to decry the practice of writing union groups, are leading their cohorts in strenuous campaigns for this type of business. Experience has apparently proved good in most union cases. In union cases there is the advantage of covering 100% of the membership. When only 75% of the employees of a given organization are covered, underwriters can figure that they've got all the bad risks and that a large proportion of the 25% remaining outside the group are among the best risks.

Associations Battle Turnovers

The terrific turnover that takes place in any life insurance agent's association is seldom appreciated, but the membership mortality from men who retire, move away or drop out of the business is staggering in the larger associations. For example, a large city membership drive put on 501 new members. The gain in membership as compared to the same date the previous year was exactly one man.

It is obvious that any association which is not constantly aware of the need for continuous recruitment of new agents is doomed to dwindle rapidly. In recent years, the additional shock of dues hikes, has made the maintenance of membership even more difficult.

Despite the turnover rate the membership of the associations and of N.A.L.U. continues to grow year after year.

DEATHS

F. LEON MABLE, 61, who retired as superintendent of agencies of Security Mutual Life of Binghamton in 1949, died at his home there. Mr. Mable joined Security Mutual in 1904 as an office boy, later becoming a clerk, bookkeeper, agency secretary and assistant superintendent of agencies. He was made superintendent in 1924.

CHEATHAM G. COLEY, 43, executive vice-president of Durham Life, died in Rex hospital at Raleigh after an illness of about two months. Survivors include his father, Silas B. Coley, founder and president of the company.

WALTER E. MANNING, SR., 65, New York Life, Chattanooga, who opened his own agency in 1920 after serving as assistant secretary of Volunteer State Life for 11 years, died after a brief illness.

ALEXANDER J. KUKOLSKY, 60, for 23 years assistant manager of Metropolitan Life at La Crosse, Wis., died there.

LANDIS F. MILLER, 79, retired superintendent of Prudential in Reading, Pa., died there. He had been with the company more than 40 years when he retired.

Anderson Speaks at L. A.

Los Angeles Home Office Life Underwriters heard Dr. F. R. Anderson, assistant medical director, Pacific Mutual Life, discuss "Back Injuries."

Wesley Bagby, manager of the underwriting and issue departments of Pacific Mutual, reported on the national H.O.L.U. convention held at New York City.

Add McLain, Christensen

Two new directors were added by the Insurance Society of New York at the annual meeting, James A. McLain, president of Guardian Life, and Frank A. Christensen, president of America Fore. Mr. McLain also was elected a vice-president. Richard V. Goodwin, vice-president Fireman's Fund Indemnity, was reelected president.

5 STEPS

TO

AGENCY SUCCESS

H. O.
TRAINING
SCHOOLS

1
PRIZE
WINNING
SALES
AIDS

ANNUAL
CONVENTIONS

2
GENERAL
AGENTS
ADVISORY
COUNCIL

3
4-WAY
INCOME
PLAN

4
5
American
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A General Agency Company



"... and be sure to tell the girls, I'll be at the Lord Baltimore Hotel two days before our executive meeting in Baltimore."



It's the Sellinest

package in life insurance today. Western's new, exclusive, copyrighted Family Provider Plan. It gives so much for so little.

A few openings for personal producing general agents in California, Oregon, Washington, Idaho, Montana, North Dakota, Utah and Nevada.

WESTERN LIFE INSURANCE COMPANY

Helena

Since 1910

Montana

Assets	\$ 38,851,575
Insurance In Force.....	176,029,850

R. B. Richardson
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Yes, a brilliant smartness awaits you at the newly modernized Hotel Sinton—gorgeously decorated—beautifully furnished. Every hotel facility for your comfort.

Write today.

HOTEL SINTON

Two Named to Staff of Prudential's Southwestern Home Office at Houston

Robert E. Shalen and Robert W. Harvey, both of Prudential's actuarial department, have been appointed to the staff of its new southwestern home office at Houston.

Mr. Shalen, assistant actuary, has been named actuary of the new unit.



R. E. Shalen



R. W. Harvey

while Mr. Harvey, formerly chief actuarial assistant, has been advanced to a general manager with administrative responsibilities. Pending the opening of the Houston headquarters, scheduled for the fall of 1951, both will remain at Newark.

Both men are Harvard graduates who joined Prudential's actuarial department after completing their college courses. Mr. Shalen saw war service in the navy and Mr. Harvey in the air force. They resumed actuarial work on returning from service in 1945. Both are fellows in Society of Actuaries, Mr. Shalen being a member of the educational and examining board. Mr. Shalen joined the company in 1937 and Mr. Harvey in 1940.

Investment Men Advanced

John J. Wilson, Jr., has been appointed investment officer of Prudential's new Canadian head office. Charles P. A. Nelson succeeds him as head of the New England mortgage loan office at Boston, effective July 1.

Mr. Wilson has been with Prudential 15 years and in charge of the New England office since 1946. Mr. Nelson joined the company in 1931 and for 18 years has been with the northern New Jersey mortgage loan and real estate investment office, recently as production manager.

Earl Walton Joins World

Earl C. Walton has been appointed to the newly created position of manager of sales research of World.

Mr. Walton has a background of some 15 years of personal life production, and served as assistant manager of one of Omaha's leading life agencies. He will assist in agency management and training.

Join Executive Committee

John Hancock has appointed Clarence W. Wyatt and Robert P. Kelsey, vice-presidents, to the executive committee. Mr. Wyatt heads group activities and Mr. Kelsey is in charge of public services, including advertising.

Edmunds Personnel Chief

Stahl Edmunds has been named personnel director of Northwestern National Life. He has been economic analyst since 1945 and succeeds J. F. Adams who last February was appointed director of administrative services. Eileen Lang continues as assistant personnel director.

Charles S. Hopkins has been named inspector of agencies by Sun Life of Canada and K. H. Deane becomes agency assistant.

AMONG COMPANY MEN

T. F. Daly Appointed Agency Director by Capitol Life

Thomas F. Daly, II, has been appointed agency director by Capitol Life, replacing G. A. L'Estrange, who has gone with United American Life. Mr. Daly will continue as assistant to the president.

Starting with the company in 1930 as an agent, Mr. Daly progressed through agency management and home office administration. He will supervise all general agencies. He is the son of Clarence J. Daly, company president.



T. F. Daly, II

MANAGERS

Utah Managers Elect K. W. Cring President

Kenneth W. Cring, vice-president and superintendent of agencies Pacific National Life, was elected president at the annual meeting of Utah Life Managers Assn. at Salt Lake City, succeeding Ernest Halverson, Kansas City Life.

Other officers are 1st vice-president, D. Ford Crandall, Metropolitan Life; 2nd vice-president, D. Clark Stephens, Security Life & Accident; secretary, John S. Kerns, Northwestern Mutual Life.

N. Y. Supervisors' Outing

The New York City Life Supervisors Assn. at its annual golf party awarded prizes to winners of the day's golf, tennis and baseball activities. In the baseball game, the downtown team walloped the uptowners. The new officers for the year were installed at the dinner. They are Robert I. Curran, Jr., Massachusetts Mutual, president; A. Robert Jacobs, John Hancock, 1st vice-president; Francis B. J. McCaffrey, John Hancock, 2nd vice-president; A. W. Eisen, National Life of Vermont, secretary-treasurer. About 125 members attended.

Des Moines Managers Elect

Harry Haskins, Jr., John Hancock, has been elected president of Des Moines General Agents & Managers Club.

T. D. Carnahan, Minnesota Mutual, is vice-president and Roy L. Swartzman, Equitable Society, secretary.

Metropolitan Publication Useful

A recent publication of the policyholders' service bureau of Metropolitan Life, "Disposition of Inactive Records," has been found useful by accountants and statisticians in the fire and casualty business. Like other publications of this department of Metropolitan Life, the treatment of the subject is general enough to be of use to many kinds of business, and is not aimed specifically at insurance.

However, it covers in some detail the fundamental problem of inactive records and their disposal. It outlines representative policies and practices for handling and controlling inactive records, based on practices of representative companies in the U. S. and Canada which have developed special activities in this field.

Canada Life has appointed F. B. Clarke manager of group sales in Canada.

NEWS OF LIFE ASSOCIATIONS

Oakland-East Bay Assn. Names Dedman President

Frank W. Dedman, New England Mutual Life, has been elected president of Oakland-East Bay Assn. of Life Underwriters. He succeeds James E. Mattox, Equitable Life of Iowa. L. Edwin Wang, Mutual Life of New York, is 1st vice-president; Melvin E. Wogoman, Prudential, 2nd vice-president; Bernard T. Harper, John Hancock, representing general agents and managers, 3rd vice-president; Woodrow Hammons, Minnesota Mutual, representing C.L.U. chapter, 4th vice-president, and Harry Pinney, Bankers Life of Nebraska, secretary. New directors are J. P. Bort, Equitable Society; Ben Silver, New York Life; Jack Stolowitz, Metropolitan Life; Ray Wentworth, Travelers; Donald F. Fibush, Prudential, and Mr. Mattox.



Frank W. Dedman

would not "do" in the event of another emergency, and to charges, made by the investigating committee's chairman, now proven, of inefficiency in NSLI administration.

Officers were installed at the meeting and 86 national quality awards were presented.

Bradford Haseltine Heads Hartford Association

Hartford Life Underwriters Assn. elected Bradford D. Haseltine, National Life of Vermont, president; W. Dick Cherholtzer, Manufacturers Life, 1st vice-president; S. Rush Coffin, Aetna Life, 2nd vice-president; George E. Williams, John Hancock, secretary, and C. B. Scott, Aetna Life, treasurer and assistant secretary.

National quality awards were presented to 64.

Riddell Montreal Head

Irving Riddell, London Life, has been elected president of the Montreal Life Underwriters Assn. Julien Benoit, Great-

West Life, is honorary president; L. J. Chevalier, Metropolitan, 1st vice-president; R. A. Notman, Imperial Life, 2nd vice-president, and W. O'H. Percy, Canada Life, secretary.

Minnesota Elects Sherman

Ellis J. Sherman, Northwestern National, Minneapolis, was elected president of the Minnesota Assn. of Life Underwriters at its annual convention at Duluth. Others elected were Lee J. Hartwick, Equitable Society, Willmar, vice-president; Roger B. Wheeler, Bankers Life of Iowa, St. Paul, secretary, and Raymond Sponberg, National Life of Vermont, Mankato, treasurer.



Ellis J. Sherman

Miami Assn. Elects Clark

Philip F. Clark, Travelers, was elected president of the Miami Assn. of Life Underwriters. Other officers are B. M. Stewart, Independent Life & Accident, 1st vice-president; William M. McKee,

Jr., Mutual Benefit, 2nd vice-president; B. M. Salberg, Pilot Life.

Earlier this month the Miami association held an outing and golf tournament with 265 attending.

Detroit Elects Herberts

Norman A. Herberts, Pacific Mutual Life, has been elected president of Detroit Life Underwriters Assn. Other officers are 1st vice-president, Harry J. Altick, State Mutual Life; 2nd vice-president, Frank P. Crum, New York Life; secretary, Howard R. Poppen, Metropolitan Life, and treasurer, Walter R. Cavanaugh, Aetna Life.

Winifred L. Cornell was reelected executive secretary, and Lantz L. Mackey, Home Life, national committeeman.

W. H. Peterson of Charlotte was elected president of the North Carolina Life Underwriters Assn. at its annual convention in Charlotte. Other officers elected are: E. L. Leonard, Winston-Salem, 1st vice-president; W. D. Hinton, 2nd vice-president; and R. L. Driver, Goldsboro, secretary-treasurer; and C. M. Sievers, Winston-Salem, national committeeman.

Chicago—Louis W. Dawson addressed the annual meeting. Excerpts from his

Mate Is Lansing President; Political Activity Urged

Lansing (Mich.) Life Underwriters Assn. has elected R. Howard Mate, Connecticut Mutual, president, succeeding Jack C. Krause, Penn Mutual. Vice-president is Leon N. Sweeney, Metropolitan; secretary, E. Lane Jessop, North American Life of Canada; treasurer, Mike Temlanevich, Mutual Benefit.

Retiring President Krause said agents should "take off their blinders" and realize that aggressive political action is necessary on their part to preserve the American way of life and their own businesses.

Norman Reynolds, legislative representative of the Michigan association, reported on the recent special session of the legislature and C. Ronald Damon, national committeeman, discussed the recent conference in Washington on National Service life insurance.

Martin Beckers, Equitable Society manager at Flint and first million-dollar producer in South Dakota before his transfer to Michigan, spoke on "The Importance of Mental Attitude in Life Insurance Sales."

Meyers Heads Oklahoma Life Underwriters Assn.

Stewart E. Meyers, Great Southern Life, was elected president of the Oklahoma Life Underwriters Assn. at the annual meeting at Muskogee. Other officers are H. F. Donnelly, Oklahoma Benefit Life, Enid, 1st vice-president; Lester Sharp, general agent for eastern Oklahoma for John Hancock, 2nd vice-president; Harry Buchheimer, Equitable Society, Ponca City, 3rd vice-president; Lloyd Roberts, manager Mutual Life, secretary-treasurer, and Homer Jamison, Equitable Society, managing director.

Albert B. Irwin, Northeastern Mutual, Oklahoma City, was renamed national committeeman.

House Hearings on NSLI Highly Successful: Fisher

WASHINGTON—The House committee hearings on National Service life insurance were "highly successful," H. Cochran Fisher, retiring national committeeman, told the District of Columbia Life Underwriters Assn. He also called attention to admissions by Assistant VA Administrator Breining that NSLI has been a costly operation and

Good, Varied —And FREE!

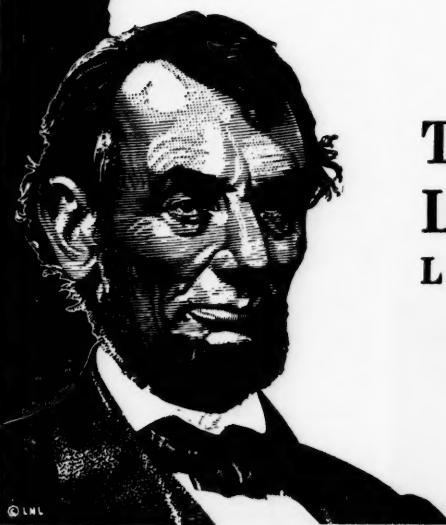
Lincoln National Life representatives like their company's home office direct mail service because:

They can choose from 26 pre-approach or gift letters.

They know they are getting sales help of real value.

And they pay no preparation or postage costs.

This effective, free direct mail service is another reason for our proud claim that *LNL is geared to help its field men.*



**The
LINCOLN NATIONAL
LIFE INSURANCE COMPANY**

Fort Wayne 1, Indiana

Its name indicates its character

FIDELITY

A WELL-BALANCED COMPANY

1950

balanced objectives ... quality and quantity

There is significance in the fact that an increasing number of our representatives are qualifying for the National Quality Award.

Not quantity alone, but quality as well, is Fidelity's yardstick of accomplishment.

The National Quality Award translates into action our policy toward quality business.

The
**FIDELITY MUTUAL
LIFE INSURANCE COMPANY**
THE PARKWAY AT FAIRMOUNT AVENUE
PHILADELPHIA • PENNSYLVANIA



NEW HORIZONS

1. Liberal First Year Commissions.
2. Vested Renewals Unsurpassed.
3. Bonus on Quality Business.
4. Personalized Home Office Service.
5. Attractive Retirement Plan.

Openings in Virginia, West Virginia, North Carolina, South Carolina, Tennessee and Alabama. For information write: E. DUDLEY COLHOUN, Director of Agencies.

**Shenandoah Life
INSURANCE COMPANY, INC.**

ROANOKE, VIRGINIA • PAUL C. BUFORD, PRESIDENT

talk were carried in the June 16 edition of THE NATIONAL UNDERWRITER. The entire slate of officers elected unanimously by mail ballot was installed at the meeting, including Earl M. Schwemm, Great-West Life, president; William D. Davidson, Equitable Society, 1st vice-president; Benjamin H. Groves, Travelers, 2nd vice-president and Russell C. Whitney, Connecticut Mutual, treasurer. Joshua B. Glasser, Continental Assurance, chairman of the program committee, presided.

Stevens Point, Wis.—Central Wisconsin association at a luncheon-meeting here presented national quality award certificates to five members from Wisconsin Rapids, Marshfield and this city. Ned Fleming, Northwestern Mutual, Marshfield, president, made the presentations.

Sheboygan, Wis.—Harold Gardiner, educational director of Northwestern Mutual, spoke and presented national quality award certificates to 18 members. He pointed out that life insurance sales, though tremendous in volume for the past 10 years, have not kept pace with increased national income and cost of living.

San Francisco—A talk by Holgar Johnson, president of the Institute of Life Insurance, the installation of new officers and the presentation of national quality awards to about 100 qualifiers were the highlights of the June meeting. The new president is John W. Boyd, Connecticut General Life.

Roanoke—Eleven national quality awards were presented. Elected as new officers were George A. Walsh, president; E. Norred Trinkle, vice-president; Landen G. Buchanan, secretary-treasurer.

Henderson, N. C.—J. R. Sneed has been elected president; George W. Harrison and H. W. Glover, vice-presidents; W. G. Bryant, secretary.

Racine, Wis.—Karl A. Crane, Old Line Life, Racine, has been elected president of Racine-Kenosha association. Henry Koper, Jr., Kenosha, was named vice-president; Lawrence Jacobs, Kenosha, national committeeman. National quality awards were presented to six members by Judge J. A. Simpson.

LaPorte, Ind.—Kenneth L. Wilkinson, Business Men's Assurance, South Bend, spoke before the LaPorte County association.

South Bend, Ind.—New officers, presented at the annual picnic, are: F. Elwood Allmon, president; J. Alvin Taylor, vice-president; George W. Wolf, secretary, and Harold P. Means, national committeeman.

Burlington, N. C.—Nelson Pender has been elected president to succeed Odell Salmon. James Rogers is vice-president and Parke Herber, secretary.

Dayton, O.—Robert D. Smith has been elected president; Joe A. Blandford and Homer Ellis, vice-presidents; Walter H. Grundy, secretary; Carl M. Osborn, state committeeman and Henry S. Stout, national committeeman.

Tri-County, Ind.—R. W. Osler, Rough Notes, was the speaker before the concluding meeting at Muscatatuck state park. He told members to remember that every policy sold is that much less pressure on democracy and that much less chance that someone "will run to the government for a subsidy." New president of the association, which includes three southern Indiana counties around Columbus and Seymour, is Robert Kline, Seymour.

Buffalo—New officers are: President, Chauncey D. Cowles, Jr.; 1st vice-president, Allan W. Carpenter; 2nd vice-president, Spencer E. Hickman; secretary, John A. Latosi, and treasurer, Joseph N. Desmon. Judd C. Benson, president N.A.L.U., presented national quality awards to 93 members at a luncheon.

Litchfield County, Conn.—A dinner dance was held. Michael Gallicchio, retiring president, conducted a short business session after which new officers were installed.

St. Petersburg, Fla.—Robert M. Mitchell, Pacific Mutual, was elected president; Ernest F. Ross, Independent L. & A. vice-president; L. E. Conner, Gulf Life, secretary, and W. H. Holman, Peninsular Life, national committeeman.

Savannah, Ga.—Mayor Olin F. Fulmer will install new officers and present national quality awards to 13 agents. R. Lee Smith is the incoming president.

Houston, Tex.—At an installation meeting D. G. Liggett, retiring president, presented a certificate from the

National association to Robert L. Clark, Connecticut Mutual Life, newly elected president.

Fort Worth, Tex.—New officers are: Herman Heath, Farmers & Bankers, president; Gail J. Dixon, Prudential, vice-president; Ben B. Banks, Northwestern National, secretary; Wylie S. Brown, Southwestern Life, treasurer.

National quality awards and certificates of membership in the Texas Leaders Round Table were presented to 27 members by Mayor Dean.

Jamestown, N. Y.—Nine members received national quality awards, presented by Mayor Stroth of Jamestown.

Lawrence, Kan.—Edwin A. Lewis was elected president, Arch C. Kennedy vice-president, and John Chaney secretary.

Elizabeth, N. J.—Arthur R. Guarriello was elected president, George Coplan vice-president, Nicholas Christie secretary, and Christopher Hauswald, treasurer.

Erie, Pa.—William L. Wadsworth, general agent New England Mutual, Buffalo, spoke on "Prospecting."

Albany, N. Y.—Arthur R. Kapner, Connecticut Mutual, is the new president. Vice-presidents are: Mosley Hopkins, Jr., and James C. Jones; secretary, Stanley A. Davis.

Record President's Month Ends Huehl's First Year

The first president's month conducted by Indianapolis Life for President Walter H. Huehl, who has just completed his first year in office, was by far the biggest such month ever experienced by Indianapolis Life. There was \$6,036,981 in new business placed on the books during the month with well over \$1 million written each week.

The quota set for the occasion was exceeded by more than 25%.

Individual leader for the field force was Nate Kaufman, general agent at Shelbyville, Ind. He set a new record for the company by submitting 46 applications, totaling \$458,000 in new business.

Institute Men on Trip

Holgar J. Johnson, president, and William C. McKeehan and Donald F. Barnes of the Institute of Life Insurance, are on a cross country business trip that includes stops at Nashville, St. Louis, Des Moines and San Francisco. They will discuss the Institute's expanded advertising campaign.

WEST COAST ADVANTAGES

- Ideal Working Climate
- Industrial expansion
- Population growth
- An abundant future

All combine to create unmatched opportunities for qualified underwriters and agency builders.

**West Coast Life
INSURANCE COMPANY**

SAN FRANCISCO

NEWS OF LIFE COMPANIES

Prudential Trains Canadian Employees

The first contingent of a group of 350 Canadian high school graduates has arrived at the Newark home office of Prudential to begin a summer training course. The group will make up the staff of the new Canadian head office in Toronto when it opens next fall.

It is customary for Prudential to train new employees at the point where they will be employed. However, it was felt that it would be beneficial for the trainees to see the home office and to get an appreciation of the organization. Also, the Canadian office is to be staffed almost exclusively with Canadians and they must be trained before the office opens.

A prototype of the Canadian office has been set up in Newark to handle only Canadian business. The trainees will be incorporated into it.

14,000 Want Hoover Booklet

More than 14,000 Provident Mutual policyholders requested a copy of "You and the Hoover Report" with the company's annual report.

President M. Albert Linton made a strong plea for reduction in federal government spending in his message to policyholders that appeared in the company's condensed annual report mailed to all policyholders together with a re-

ply card, which may be used to request a copy of the complete report. This year, a copy of the Hoover Report pamphlet was offered with the complete report.

N. Y. Mayor Sees Manhattan Life's 1850 Board Minutes



Original minutes of the first meeting of the directors of Manhattan Life, held in Mayor Caleb S. Woodhull's office June 12, 1850, returned to the New York city hall exactly 100 years later.

Mayor Wm. O'Dwyer inspected the minutes and was presented a reproduction of them by four of the company's directors.

Shown here, left to right, are Robert A. Kelly, Manhattan Life director; Mayor O'Dwyer, Thomas E. Lovejoy, Jr., first vice-president and treasurer, and Henry G. Waltemade, a director of the company.

Philadelphia Life Sets Elliott Birthday Records

In honor of President William Elliott's birthday, Philadelphia Life agents set a record during May with \$3,213,599 in new business. This is the first time that the company exceeded \$3 million in a single month. The \$1,241,520 of new business on Mr. Elliott's birthday also is the first time that the company has exceeded \$1 million in a single day.

Union Mutual School

Union Mutual is conducting a two-week advanced home office training course for agents. John R. Carnochan, assistant director of agencies and director of training, is in charge.

Pfaff Outstanding Manager

Albert F. Pfaff of Burlingame, Cal., has been named the outstanding Equitable Society district manager of the year. He joined Equitable in 1939 as an agent, quickly establishing himself as an outstanding producer, by writing an average of \$500,000 in each of the last five years. He was appointed to his present post in 1943.

LOOKING FOR THAT BETTER MOUSETRAP?

—This letter, then, from an underwriter who has received his, should interest you. (Incidentally, it is typical of the many received by our Educational Department.)

“Dear Ed*—Last week I closed my first business insurance case, \$20,000 each to two partners. I had talked with these men before being able to make use of the knowledge and technique I have since acquired from the R & R Tax & Business Course. Needless to say, I think they would still be uninsured had I not started the course.”

*Edward F. Stepp, Director Tax & Business Insurance Studies.

Says Ed: “There's gold in these Tax & Business Insurance study units. Lots of it, for this Course isn't just a “one-case” Course. For example, this underwriter who has just closed his first business insurance case for \$40,000—he will soon get into the habit of closing these better cases.

THE R & R TAX & BUSINESS INSURANCE COURSE HAS BEEN “THE BETTER MOUSETRAP” FOR SEVERAL THOUSAND LIFE UNDERWRITERS. CAN WE PROVE THAT? . . . WE'D LIKE NOTHING BETTER THAN FOR YOU TO WRITE FOR THE PROOF.



PAUL SPEICHER
President

THE INSURANCE
RESEARCH & REVIEW SERVICE
INDIANAPOLIS

Kansas City Life's lion, for over a half-century, has symbolized the complete protection and security this nation-wide Company provides for its policy-owners. Our growth is testimony enough that the confidence we have enjoyed has been well placed.

KANSAS CITY LIFE INSURANCE
KANSAS CITY, MISSOURI

Using Direct Mail to Build

RETIREMENT INCOME SALES

Our Agents report that they save both time and money by using our Retirement Income mailing piece. Their average cost per \$1000 insurance written, they tell us, is less than 15¢.

If you're interested in a connection with a Company that has a real direct mail prospecting service for all policy forms, write to S. J. Gilbert, Vice President and Director of Life Agencies.

**RESERVE LIFE
INSURANCE COMPANY
HOME OFFICE: DALLAS, TEXAS**

Don't Answer This Unless...

You are the type of man who ordinarily does not reply to personnel advertisements. A large West Coast Life and Accident and Health Insurance Company with over eighty years of service to the public, is expanding its Agency staff. A fine opportunity exists for a man between the ages of 28 and 40, preferably with both field and home office experience, to do field supervisory and agency development work. Salary commensurate with responsibilities.

State previous business and insurance experience in detail, and indicate present salary, age, educational background and family status. All information held strictly confidential. This company's Agency staff is aware of this advertisement.

Box A-55, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois

LUTHERAN MUTUAL LIFE INSURANCE COMPANY

Waverly, Iowa

71st Annual Statement, December 31, 1949

Insurance in Force.....	\$201,066,748
Admitted Assets.....	38,853,082
Policyholders' Surplus.....	2,457,899
1949 Increase of Insurance in Force.....	22,945,330
Dividends Paid in Last 10 Years.....	5,343,697
Reserve for 1950 Dividends.....	850,000

A Growing Company with an outstanding record of
Low Net Cost

Agency openings available to Lutherans

YOU CAN MAKE

OPPORTUNITY KNOCK AT YOUR DOOR EVERY DAY!

By showing your clientele our special packaged Life Insurance plans which combine savings with protection. We also offer a most complete line of Accident & Health, Hospitalization, Dread Disease, Polio, Group and Wholesale insurance.

Top Commissions — Vested Renewals

Direct agency and brokerage contracts available in the eleven Western States, also Oklahoma, Indiana, Michigan and Hawaii. General agencies available to those who qualify. Without obligation, write for our complete agency kit. All inquiries will be treated confidential.

Constitution Life Insurance Company

434 SOUTH VERNON AVENUE
LOS ANGELES 5, CALIFORNIA

O. S. WEIDE, Executive V. P. F. L. SCHULTZ, Agency Director

THE UNION LABOR LIFE AND YOU

Success is a matter of comparison. Our Company has nearly doubled its sales so far this year as against all of 1949 which was a record year.

How does your mid-year ledger compare to this?

Our success is not unusual . . . not when you consider the Home Office cooperation and the type of leads afforded our men in the field.

Learn for yourself.



The UNION LABOR Life Insurance Company

570 Lexington Avenue, New York 22, N. Y.

LIFE AGENCY CHANGES

Dunham Joins Minn. Mutual as Regional Group Manager

Minnesota Mutual has appointed Donald H. Dunham regional group manager at Washington, D. C. Mr. Dunham had been with United States Life as a special group representative at Washington until going with Minnesota Mutual last month. He was formerly with Massachusetts Mutual as group supervisor for Maryland, Virginia and District of Columbia. Mr. Dunham from 1937 to 1941 was employed by the social security board. He was employed by the Blue Cross in Washington from 1941 until 1946, except for two years in the navy. He holds two law degrees.

Cutlines Transposed

The identification lines of Neal T. Reilly and W. R. Deatherage in the June 9 issue were transposed. They are



W. R. Deatherage

Neal T. Reilly

shown herewith, correctly identified. Mr. Reilly is head of a new general agency of Equitable of Iowa at Los Angeles and Mr. Deatherage is the company's new general agent at Peoria, Ill.

Edward P. Canivan has been appointed head of Prudential's Hazleton, Pa., office replacing James A. Collins, retired. Mr. Canivan has been a staff manager at Binghamton, N. Y. He is a navy veteran.

R. E. Casperson, who has been with American Hospital & Life at Amarillo, has been appointed manager at Lubbock, Tex.

AGENCY NEWS

Fete Markus on 10th Year

More than 100 friends, associates and employees honored at a testimonial dinner at Cleveland Roy C. Markus and his wife, Eva, on their 10th anniversary as manager and co-manager of the Ohio state agency of World. The agency has consistently led the company and last year wrote \$1,040,446 in A. & H. premiums and added \$1,083,750 to life insurance in force.

Appoints Hackensack G. A.

Colonial Life has appointed the John C. Conklin agency, Hackensack, N. J., as general agent. It is a large general writing agency. Harold G. Nenninger has been appointed associate general agent.

He started with Penn Mutual and more recently has been with Connecticut Mutual as brokerage manager and supervisor.

Golz to La Crosse Post

William C. Golz, formerly with Equitable Society at Fond du Lac, Wis., has been appointed district manager at La Crosse, Wis. He succeeds Lynn Van Zandt, who is retiring because of his health.

Pryor St. Joseph Manager

Warren G. Pryor has been appointed manager at St. Joseph, Mo., by New York Life. He succeeds M. M. McEneny, who has been transferred to the home office. Mr. Pryor is an army veteran and formerly was with the Lockheed Aircraft Co.

W. Billy Gibson has been made district manager for Jefferson Standard Life at Sumter, S. C. He has been with the company since 1940 except for four years' war service.

Charles M. Mock has been appointed assistant manager at Jacksonville, Fla., by Mutual Life. He has been with the company since 1943.

David W. Ross has been named manager of the estate planning agency of Canada Life at Toronto. He succeeds Frank C. Hoy, who has resigned for reasons of health.

Richard W. Adams has been appointed assistant group supervisor of Great-West Life in Minneapolis. Mr. Adams has been with a general insurance office since his return from wartime and postwar service.

Mooers Speaker at Newark

Samuel E. Mooers, field vice-president of Acacia Mutual, spoke at a luncheon meeting of the Newark agency managed by Clarence L. Fritz, celebrating 1950 sales volume that is running 50% ahead of last year.

Fred R. Fast, general agent at Newark, for Union Mutual Life, gave an old-fashioned Maine "cookout" for his agency force and their wives at his home in Essex Falls, N. J. The affair was held as a result of the production contest held by the company in which the Newark agency ranked fifth.

The Columbus, O., agency led Prudential ordinary agencies in percentage of quota in May with 223%.

Cooke Heads Buffalo C.L.U.

James M. Cooke, New York Life, was elected president of Buffalo C.L.U. chapter at the annual meeting. He succeeds Ray S. Spurr. Edwin J. Gerstman, Northwestern Mutual, is vice-president, and Louis C. Slesnick, Prudential, secretary.

Canadians Great Hosts at N.A.I.C. Parley

(CONTINUED FROM PAGE 1)

legislative affairs and was unanimously elected. Frank Sullivan of Kansas went up to vice-president and George Bowles of Virginia remains as secretary.

A decision was not made at Quebec on the place of the 1951 winter meeting. A persuasive invitation had been presented by Commissioner Jorge Font Saldana of Puerto Rico to have the meeting at San Juan. The matter was referred to a subcommittee of three and this committee begged off on making a decision and left it to the entire convention. Then it was decided to put off the decision until December. Going to Puerto Rico is a gesture that many of the leaders would like to make but there are misgivings that it might be construed as too much of a junket.

In connection with the December meeting at Los Angeles, there were invitations from the governor and other dignitaries from the Islands to organize a post-convention trip to Hawaii. George Brown, who is a native of Ohio and is the Hawaiian territorial treasurer and ex officio insurance commissioner, was present with his wife and mother and he was urging such a trip.

One of the services provided by the Canadians that was the most highly appreciated was getting out committee reports quickly and in sufficient number. Some 200 copies were run off of each and were generally available. Canadian life companies transported a corps of typists to Quebec and they worked at a feverish pace to perform this service.

One of the outstanding accomplishments of the week was the adoption after several years of painstaking deliberations of a new uniform provisions bill for accident and health insurance. When this action was taken the convention applauded Donald Knowlton, the New Hampshire commissioner, who has been chairman of the A. & H. committee and who has guided this laborious project.

At a meeting of all-industry committee Chase Smith of the Kemper companies was named chairman of a subcommittee to take a gander at the interstate idea for insurance supervision scheme. There will be a meeting at New York Sept. 21-22 to lay the groundwork for a report to N.A.I.C. in December.

John Stott of Norwich, N. Y., was chosen as chairman of a subcommittee on uniform agents and brokers licensing legislation.

Mr. Allyn let it be known that in his new committee set-up he will arrange to have a commissioner serve on not more than two committees. There has been criticism that commissioners who are asked to serve on many committees are not able to concentrate sufficiently on any one assignment.

Life People Empty Handed

The life people came away feeling somewhat empty-handed so to say because the action that was taken on the matter of elimination of premium receipts. Despite pleas from the company people in opposition, the life committee recommended that the policyholder who does not remit within the grace period be notified within seven days thereafter of that omission and told that he will have 15 days from the running out of the 30-day grace period within which to remit without submitting evidence of insurability. Life people at the committee hearing insisted that this would be tantamount to creating a 45-day grace period and would be discriminatory insofar as the policyholders who make timely payment are concerned. The original proposal was that the notice should be given within five days after the running out of the grace period but this was changed to seven.

Some of the companies, it is understood, nevertheless are taking the position that the commissioners lack author-

ity to require any such provision as this and it is their intention to proceed as they have been in the past. Also other companies are planning to do away with premium receipts that have not done so in the past and without making provision for a 45-day grace period.

Some Companies Discouraged

Some of the companies, however, were reported to be discouraged by the commissioners' action and to have abandoned therefore, temporarily at least, any idea of eliminating premium receipts.

The life committee also made a change in its previous report stating that any company that adopts the modernized premium receipts plan should give adequate notification to the policyholder and premium notices and all advance publicity shall contain a statement to the effect that no premium should be paid to an agent other than to a duly authorized premium-collection agency, except upon presentation of an official receipt signed by an executive officer of the company and countersigned by the agent.

Bruce E. Shepherd of Life Insurance Assn. of America furnished the committee with a supplemental memorandum on war clauses, to which was attached data on war risks, and war clauses of life insurance in Great Britain.

EYE FTC QUESTION

The committee on liaison with federal trade commission held a brief session at which Larson of Florida presided. Those present were asked to report any first-hand contacts they may have had with FTC or any knowledge of FTC excursions into the insurance realm. Cecil C. Fraizer, general counsel of H. & A. Underwriters Conference, reported that he had just made a 2-day visit to FTC during which he was told that FTC respects the N. A. I. C. liaison committee and desires to have continuing relationships with that group.

Harrington of Massachusetts voiced the belief that FTC is proceeding on the theory that it is the quality of state supervision, rather than the statutory framework, that is to determine whether FTC or the state is to be the regulatory authority.

Forbes of Michigan recalled that at one of the meetings with FTC he asked whether FTC is to be a supreme court to pass on the sufficiency of state administration. The only answer that was given was: "You have asked the \$64 question."

No Contemplated Excursion

A. Alvis Layne, Jr., of the Washington law firm that is general counsel for Assn. of Insurance Advertisers, ventured the opinion that there is no contemplated extension of FTC authority. FTC, he said, has been complimentary in its references to N. A. I. C., and means what it says. The rule administration department of FTC desires the submission of current advertising material of mail order companies.

It was brought out that Mr. Layne is preparing a memorandum on the significance of the U. S. Supreme Court decision in the case of Travelers Health vs. Virginia for Assn. of Insurance Advertisers and he expressed willingness to supply copies to the state officials.

In this connection Mr. Fraizer remarked that the all-industry committee has directed its subcommittee on unauthorized insurance to resurvey the unauthorized insurers service of process act in the light of the Virginia decision and also has asked the subcommittee to take a fresh look at the false advertising bill that had previously been shelved; that is to see whether legislation giving the states a grip on non-admitted companies by reason of adver-

Does your direct mail advertising pay?

RELIANCE LIFE representatives ordered 396,179 Prospecting Service Letters mailed from the home office in 1949. These letters produced 16,293 requests for the salesmen to call.

Every five and one-half inquiries resulted in one sale.

The 2,981 paid sales totalled \$11,311,642 face value life insurance. (Sales were recorded from policy slips in the home office, not inflated reports from the field.)

These sales were in addition to those made by salesmen through the usual methods of operation. They were EXTRA sales resulting in EXTRA earnings. With these direct mail leads the average producer sells an extra fifty or one hundred thousand of business a year.

Prospecting Service is only one of the direct mail advertising plans available to Reliance representatives. Lead Service is another plan that has been outstanding for many years. Right now the Company is ready to launch a brand new plan that is certain to result in a lot of extra accident and health business for its salesmen.

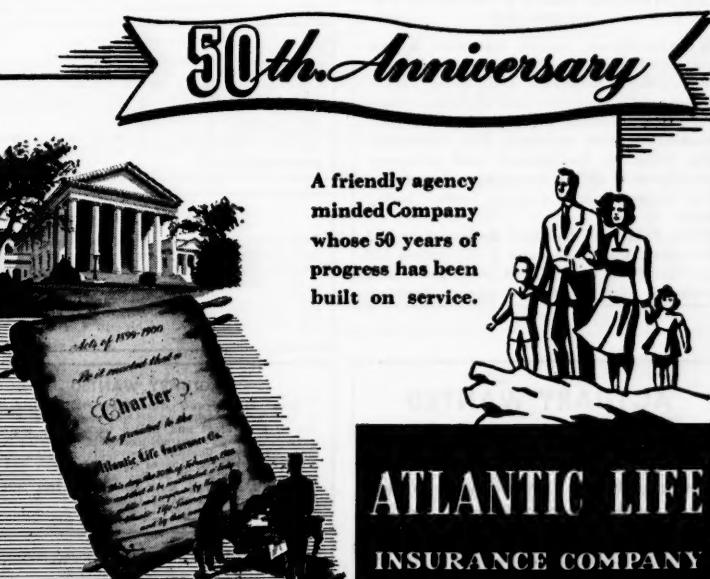
Yes, Reliance salesmen find that direct mail advertising does pay. The Company will be glad to provide you with any facts about its unusual merchandising plans.

RELIANCE LIFE INSURANCE COMPANY OF PITTSBURGH



"Reliance direct mail advertising puts extra dollars in my pocket."

Operating in 25 states. Writes all modern forms of life insurance including par and non par. Also accident and health insurance.



ATLANTIC LIFE
INSURANCE COMPANY

Richmond, Virginia

tising activities, as well as by virtue of claim practices, would have a good chance to get the green light from the Supreme Court.

Perhaps the outstanding accomplishment of the convention, from the standpoint of an important task completed, was the approval that was given to a new standard provisions bill for A. & H. Months and years of painstaking deliberations had preceded this action and

at Quebec nothing was left to say. It was an illustration of the process that has to be gone through before a measure can be threshed out and refined to the point that the necessary degree of consensus on the part of state officials and the business is attained to warrant final approval.

At the A. & H. committee meeting over which Knowlton of New Hampshire presided, the only discussion was

on the necessity of aggressive effort on the part of A. & H. leaders and the commissioners to see that the bill is enacted. For instance Jarvis Farley of Massachusetts Indemnity said there is no issue involved in connection with the bill but an intolerable situation would be created if by reason of failure to enact the measure in certain states an irreconcilable conflict would be set up between the laws and make it impossible for the insurers to issue uniform contracts. Momentum will be needed to carry the program through on a uniform basis.

Follmann Reinforces Plea

J. F. Follmann, Jr., of Bureau of A. & H. Underwriters echoed this exhortation. He pointed out that presently a company can issue a uniform policy across the nation with amendatory riders. If the new bill is not universally accepted, awkward problems would be created for insurer and insured. For instance there would be the problem of an insured who moves into a state where the laws conflict with the terms of his policy.

In the report of the A. & H. committee this warning was heeded. Failure to enact the legislation on a uniform basis in all states that do not now permit the approval of policies drawn in accordance with this bill would be unfortunate, the committee asserted. Cooperation by company and department officials is essential to insure uniform adoption. Rejection of the bill by N.A.I.C. would be preferable to the intolerable situation that would be created by a variety of state requirements.

Blue Cross Session

After hearing Blue Cross-Blue Shield representatives recite their problems in connection with setting up nationwide group hospitalization contracts, the committee voted to establish a 5-man subcommittee to study the matter. This consists of Crichton of West Virginia, chairman; Hershey of Illinois; Leslie of Pennsylvania, Downey of California and Dineen of New York.

These Blue Cross people were questioned sharply by some of the commissioners, who apparently felt that Blue Cross was getting out of its original and proper sphere in undertaking to digest these mammoth nationwide cases. One of the Blue Cross men told how his organization raced against time to provide what was wanted in the Bethlehem Steel contract. He praised the commissioners for having expedited the approval of filings that presented unusual factors. He recalled that last Dec. 1 labor and management each agreed to put up 5 cents an hour, which would be mainly used for pensions. They had a joint committee to decide how the money was to be used. There was a Feb. 1 deadline. It was not known how much if any would be available for hospitalization benefits. It was not until Jan. 10 that they told Blue Cross what they wanted. There were 17 Blue Cross plans affected. A Blue Cross committee was created. Bethlehem wanted a single rate per employee including dependents. There was no data available on the family situations of the employees. Each Blue Cross plan was asked to submit a rate for Bethlehem in its area on the coverage which differed from the standard Blue Cross contract.

The Blue Cross committee was able to amalgamate the various tariffs into a composite rate. Filings had to be made with the various states and there was a big rush to get special clearance. The Maryland and Pennsylvania departments, he said, came through especially fast. The Lehigh Valley Blue Cross at Allentown was designated as the agent for dealing with the insurance board at Bethlehem. On March 1 an identical plan was instituted for U. S. Steel with the Pittsburgh plan as the agent.

Crichton of West Virginia remarked that 8% of the premium is reserved in the Pittsburgh office and there is 2% to cover the Pittsburgh office expenses. That 2% he declared puts the West

Virginia plan's expenses over the legal limit. The reply was that for this 2% Pittsburgh defrays such expenses as that for literature and keeping the records.

Mr. Crichton said if one plan goes broke the main agent assumes the liability. That means a Pennsylvania firm may be operating in another state in contravention of law. Who, he asks, owns the 8% reserve?

W. H. Bittel, New Jersey actuary, inquired about the status of the New Jersey plan in connection with the Bethlehem contract. He was told that the New Jersey plan is providing the coverage in accordance with its standard terms and rates and the Allentown plan is giving the excess in the form of cash indemnity. New Jersey didn't go into the syndicate. Mr. Bittel expressed surprise and indignation at this.

The Blue Cross representatives said that when Health Service, Inc., is licensed in all states, such problems as this will be done away with.

Holmes Assails Blue Cross

Holmes of Montana said the Blue Cross "foreigners" have come into his state and have engaged in bold advertising, especially on bill boards and the department has no jurisdiction over them. Why, he asked, don't they qualify like any other insurer?

Kavanaugh of Colorado said the same thing goes for his state. "They are the worst sharpshooters I have ever encountered," he declared. "We would like to see them operate on an ethical, if not a sound basis."

The atmosphere was getting purple and the committee shooed all the industry people out of the room so that the commissioners could proceed with the Blue Cross people in camera.

On the matter of minimum requirements, benefits and fair trade practices, the decision was to stand by until the regulations under the new California law on the subject are completed. John R. Maloney of California observed that the California law becomes effective June 30 and the regulations have not yet been issued.

Since the matter of the need for revision of the Official Guide is somewhat dependent on the new standard provisions law, it was decided to wait for experience to mature under that statute before going over the Guide again.

Provision was made at Quebec for continuing the study of the idea of uniform agent and broker licensing laws. Knowlton of New Hampshire, the committee chairman, released a working draft of legislation based on suggestions that had been considered. All hands, he said, agreed that uniformity in this direction is desirable and the legislation should contain clear definitions of prospective licensees in all lines, examination procedures, and adequate power and authority in the commission.

Reference was made to the fact that a subcommittee of the all-industry committee was set up at Quebec to ascertain and reconcile all approaches to the problem, with John Stott of Norwich, N. Y., as chairman. The committee expressed the hope that the all-industry people would be able to report in December.

EXAMINATIONS

N. A. I. C. at its Quebec convention adopted the report of the examinations committee which recommended that further study be given to the recommendation of zone 4 that disclosure be made in all reports of convention examinations of the salaries or other compensation of officers and directors. This recommendation will again be considered in December and at that time the industry will be given an opportunity to be heard.

Zone 4 was asked in December to submit definite phraseology to give effect to its recommendation that the convention examination report provide a separate section dealing with rates, rating bureaus, affiliations, and statistics pertaining to experience and rates. Zone 4

(CONTINUED ON PAGE 22)

Four basic policies plus optional extra benefits

BROKERAGE BUSINESS INVITED

PROVIDENT LIFE & ACCIDENT INSURANCE COMPANY

CHATTANOOGA

protecting provident people since 1887

WANT ADS

GENERAL AGENCY OPPORTUNITIES IN WISCONSIN

We have two real General Agency opportunities in Wisconsin. Do you have a record of personal sales of which you are proud . . . and experience in agency building? Write us, stating your qualifications.

Wisconsin State Managers, Inc. FRANKLIN LIFE INSURANCE COMPANY

606 West Wisconsin Avenue
Milwaukee 3, Wisconsin

A mid-western mutual legal reserve life, health, and accident company is seeking an agency recruiter-trainer. Desirable territories open in North Dakota, South Dakota, and Nebraska. If between ages 35-50 and qualified for either life or health and accident, write A-62, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

GROUP REPRESENTATIVE

With about 4 years experience. Excellent opportunity in Chicago with new group writing company. Salary, bonus and travel expenses. You must be good. Man selected will advance rapidly. Address A-39, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

WANTED

Man under 35 capable of managing office of medium-sized midwest company doing life, accident and health business. LOMA fellowship preferable, with some background in either underwriting or actuarial departments. Must have good personality and be capable of handling personnel.

Write Box A-58, THE NATIONAL UNDERWRITER, 175 W. Jackson Blvd., Chicago 4, Ill., giving full details.

H. & A. MAN WANTED

Fast growing company in Midwest desires man with health and accident experience in agency department of home office. Some group experience desirable. In reply give qualifications, age and salary expected. Replies strictly confidential. Address A-60, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

ACTUARY WANTED

A group of mid-west Blue Cross-Blue Shield Plans is seeking the services of an experienced actuary; one with mid-western health background preferred; some traveling required; splendid opportunity for man who can qualify; reasonable starting salary; give full particulars as to age, experience, and salary requirements; all replies answered; confidential. Address A-64, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

WOULD YOU LIKE TO LIVE IN CALIFORNIA?

A Multibillion Dollar Company will pay livable salary plus New York commission scale to experienced agent who can produce satisfactory volume of ordinary insurance. Give age, marital status and employment record. Address A-37, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Illinois.

ACTUARY WANTED

by old established consulting office in middle west specializing in pension and related problems. Opportunity for experienced Actuary who can carry responsibility and produce results. No selling involved. A profit sharing plan provides future interest in business. Replies will be kept confidential. Write full details. Address A-50, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

SALES IDEAS OF THE WEEK

Raise Level of Production, Aetna Regionnaires Told

At the first 1950 regional conference of Aetna Life's Corps of Regionnaires, held at Colorado Springs, opportunities for increasing the effectiveness of life insurance programs and keeping the level of protection in harmony with current living standards were outlined by salesmen and home office speakers.

The Old Guard, comprising Aetna Life salesmen who have been regionnaires each of the 22 years since the corps was founded, was introduced at the start of the first business session by Donald E. Hanson, superintendent of agencies. In this group were Harley F. Berry of Omaha, H. G. Feldman of Pittsburgh, and Tom M. Miller of San Antonio. Mr. Hanson also introduced 31 veterans who have been regionnaires for 10 or more years.

Mr. Hanson cited a survey of 24,000 applicants for ordinary life insurance last year, declaring that a higher average in volume and in premium could be produced "by directing more of our prospecting activity to the age and income groups that were most productive during 1949." He cautioned, however, against overlooking the young insurance buyer, whom he described as a reservoir of future business.

In a talk on "Building Your Accident Account," Jack T. Morris of Omaha advocated a simple presentation, setting forth first the primary points in the coverage and then explaining in detail the few exclusions. This approach, he contended, eliminates "unwarranted fears concerning exclusions which have not been fully explained."

Demonstration of Group "Package"

A 30-minute sales demonstration, dramatizing the method of presenting to an employer a typical group insurance "package" plan for an average medium-sized business organization, was directed by I. F. Cook, secretary of the group department. Participants were A. E. Bartholemey, J. G. Richardson, and S. W. Schember, all of San Francisco.

Vincent deP. Hurley, Houston agency, who moved there a complete stranger from New Jersey less than five years ago, declared that successful prospecting requires a salesman "to be his own center of influence."

In a plea for recognition of the importance of good public relations, L. K. Babcock, secretary, declared that the growing threat of government invasion of the insurance field will become real only if the public believes or can be persuaded that government bureaus can do a more efficient job than private insurers.

He said the claim department has "both the duty and the opportunity" to make a valuable contribution to the interests of the life insurance salesman through prompt and satisfactory settlement of claims.

Estate Control Plan Described

The second day Wallace E. Ott, Menlo Park, Cal., described the estate control plan, through which he has secured nearly all his production, as "the only instrument by which the salesman is able to get completely on the prospect's side of the fence."

Eldon Derry of Kansas City declared that the estate control plan, which he described as a complete sales pattern, is "the only method whereby the policies can be fitted to a man's needs rather than adapting the man's needs to the policies."

Arwood Henderson, assistant superintendent of agencies, said the outstanding characteristic common to the company's top producers is a degree of self-confidence so strong as to become a conviction about the usefulness of life insur-

ance, the effectiveness of their sales methods and the ultimate success of their efforts.

C. L. O'Quinn of Laurel, Miss., speaking on "The Aetna Career," related how his position in life, both financially and otherwise, had been enhanced since he began his career as an Aetna Life salesman 12 years ago.

Tax Court Decisions Reviewed

D. P. Cavanaugh, associate counsel, told the regionnaires that two recent tax court decisions involving the indirect payment of premiums have advanced the principle that a check drawn by an insured's wife is not alone sufficient to establish payment by her. In addition, he said, the wife must prove the checks were drawn on her own funds.

When premiums are paid by checks drawn on the joint account of husband and wife, Mr. Cavanaugh explained, it will be generally impossible for the wife to prove that the source of the premiums was her own funds. For the wife to establish proof of payment, Mr. Cavanaugh continued, the account must be in her name alone, or be a joint account with a person other than the insured. Furthermore, he pointed out, if the funds in the account were derived from the insured, it must also be shown that they were received as an absolute transfer and not on an understanding that they would be used to pay the premiums.

Robert B. Coolidge, vice-president, the final speaker, complimented the regionnaires upon the large number of qualifiers in spite of the substantially increased requirements. Expressing gratification for the increase in new business during the first five months of 1950, Mr. Coolidge declared that "indications for the balance of the year and for the future of life insurance are extremely favorable."

General Agents A. H. Hiatt, Jr., Minneapolis, and Foster A. Vineyard, Little Rock, served as chairmen at the business sessions.

The second regional conference, covering the eastern section of the country, will be held at the Balsams, Dixville Notch, N. H., June 28-July 1.

Reliance Life Promotes

R. C. O'Connor, J. E. Rawles

R. C. O'Connor, formerly assistant superintendent of agencies, has been named assistant vice-president, and Jack E. Rawles, director of training, assistant superintendent of agencies, by Reliance Life.

Mr. O'Connor entered life insurance with Reliance as an agent at San Francisco in 1927. In 1928 he became manager at Portland, Ore., where he served as president of Life Underwriters Assn. of Oregon and national executive committee man of the Portland association. He was transferred to Cincinnati as manager in 1935 and twice served as president of Cincinnati General Agents and Managers Assn. In 1945 he went to Houston as home office supervisor and a year later was made assistant superintendent of agencies. He is an army veteran.

Mr. Rawles joined Reliance at Chicago in 1932, becoming agency instructor of the Illinois department in 1940 and assistant manager in 1946. He was made national director of training in 1947.

Alvah B. Adam, general agent of Bankers National Life at Philadelphia, and Arthur P. Morris, general agent at Newark, have been elected to the board, for their respective states, of United States Junior Chamber of Commerce.



"We ought to pick up some pretty receptive prospects coming out of this movie!"

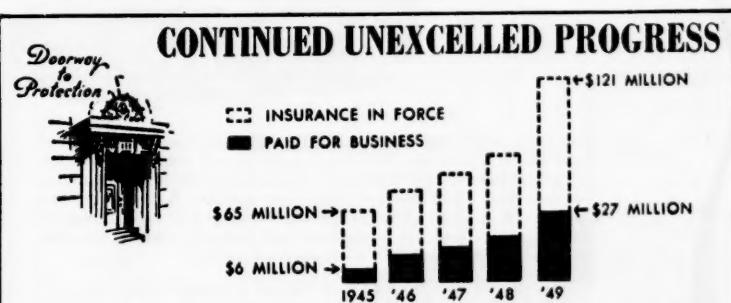
Bankerslifemen Are Used To Working With Receptive Prospects

You won't find typical Bankerslifemen having to wait outside a tear-jerking movie to find receptive prospects.

National advertising inquiries lead Bankerslifemen to receptive prospects or they can pre-sell prospects on an idea with successful Bankers Life direct mail advertising. They are trained to know how to work with these receptive prospects to help them program life insurance for its greatest effectiveness.

Just as Bankerslifemen are welcomed by prospects, they are the kind of life underwriters you like to know as friends, fellow workers or competitors.

BANKERS Life COMPANY DES MOINES



THE future indicates even greater development and earnings to the Company and its agents. Keeping ahead of the times with unexcelled general agency contracts, competitive rates and plans geared to the second half of the century give our men a lead on the field. A talk with us should prove of interest to you.

PHILADELPHIA LIFE
INSURANCE COMPANY • PHILADELPHIA 7, PA.
Established 1906

Canadians Are Great Hosts at Meeting

(CONTINUED FROM PAGE 20)

desires to have a section dealing with rate regulation problems.

Adopted was a zone 6 resolution that no adjustment shall be made to a financial statement as a result of any transaction consummated subsequent to the date as of which the examination is made. Such subsequent transaction shall not alter the balance sheet but may be described by a qualifying statement when supported by supporting data.

Commissioner Murphy of South Carolina initiated a discussion on the counting of securities held on custodial agreements with banks located at points removed from the companies' home office. Mr. Murphy agreed to furnish a written statement to all states, outlining his position on this subject, together with his suggestions for the proper language to be considered for inclusion in the manual of examination procedure.

Motion Goes Unseconded

When the report of the subcommittee on interstate cooperation and annual statement analysis was made by Stone of Nebraska to the executive committee, Bowles of Virginia entered protest. He said that this committee was set up as the result of his proposal to create a central agency for the auditing of annual statements and yet Mr. Stone's report was concerned solely with the interstate compact idea and made no mention of the examination matter. He said the examination question has been submerged in the other situation. He offered a motion to establish a separate committee, saying that there is pressing need for central audit of annual statements. However, his motion did not receive a second.

N.A.I.C. Personalities at Quebec Gathering

Bernard R. Stone, the Nebraska insurance director, had his treasury reduced on two occasions at Quebec during the N.A.I.C. convention. One evening his room was entered and his wallet taken which contained about \$160. Then he started using his side-trousers pocket for his money and at Tadoussac when paying a taxi driver, the wad of bills that he fished from his pocket was blown from his hand into the river. It was a day of high winds and he was at a spot where it was particularly gusty.

During the course of the Saguenay river cruise, **William Leary** of the Oregon department was called to the microphone one evening and presented ceremoniously with a huge bouquet of vegetables on his 54th birthday anniversary when supported by supporting data.

Thor Wanless, insurance lawyer of Springfield, Ill., and Mrs. Wanless, were celebrating their 10th wedding anniversary and they entertained at cocktails for numerous friends.

Armand Harris, Minnesota commissioner, and Mrs. Harris were also celebrating a wedding anniversary and the occasion was the subject of a public announcement by President David Forbes.

Howard P. Dunham, retired vice-president of American Surety, former Connecticut commissioner and president of National Assn. of Insurance Commissioners, was accompanied by Mrs. Dunham. He was on hand especially to get Ellery Allyn started off in good style as the new N.A.I.C. president.

Surety Assn. of America group, headed by Martin Lewis, gave a cocktail party for the early arrivals prior to the official opening of the convention.

On the Saguenay cruise **Georges Lefebvre**, Quebec superintendent, had as his guests the two sons and the daughter of Prime Minister St. Laurent of Canada.

Gov. Peterson of Nebraska elevated several of those at Quebec to the rank of **admirals in the Great Navy of the State of Nebraska**. Commissions were delivered by Insurance Director Stone of Nebraska at one of the sessions. The new admirals are: Commissioners Gaffney of New Jersey, Font of Puerto Rico, Burt of South Dakota, Leslie, Pennsylvania, Taylor, Oregon, and Leggett, Missouri, along with Oscar Kottler, Pennsylvania deputy, and A. A. Tousaw, assistant to the president of Sun Life of

Montreal; A. Leslie Ham, manager, Dominion Board of Insurance Underwriters; Hugh S. Holland of the same board; J. L. Kirkwood, and E. C. Anderson of Surety Assn. of America; James Donovan and James A. Cahill of National Bureau of Casualty Underwriters.

Also, at the end of the Saguenay cruise Mr. Stone conferred Nebraska admiral rank on the captain of the cruise ship Tadoussac.

One of the diversions at the Quebec meeting of the commissioners was watching the shooting of scenes for the movie "Quebec" that had just started. This features 18-year-old John Barrymore, Jr., and the director is George Templeton. Barrymore and his associates were introduced to many of the commissioners group by Kirk Landon and W. R. Snyder of Retrospective Underwriters of Miami, who have numerous Hollywood connections.

Joseph E. Chandler, advertising manager of Sun Life of Montreal, returned from Quebec where he performed important convention duties, in time to appear in his capacity as mayor of Hudson Heights at a hearing to oppose increases in commuter train fares by Canadian National and Canadian Pacific railways. His picture appeared on the front page of the Montreal "Daily Star" Monday.

Ellery Allyn and Mrs. Allyn were caught in a misadventure that spoiled some of their plans. Their 12 year old grandson was to join them for the Saguenay cruise but a mistake was made at the other end of the line and he was sent off by train a day late. Mrs. Allyn thus had to stay at Quebec and meet the boy and could not make the cruise.

Nancy Brown, chairman of Postal Life & Casualty of Kansas City, received word that a 21-year-old son had to undergo an appendectomy and she flew home instead of taking the train.

Walter Sheldon of W. A. Alexander & Co., Chicago, with Mrs. Sheldon and their 12-year-old son Walter, Jr., are making a motor trip through the Gaspé territory after attending the convention.

John MacArthur of Bankers Life & Casualty of Chicago and Mrs. MacArthur made the trip in their Bankers L. & C. plane and took several of the conventioners back to Chicago with them in that craft.

W. S. Smith Heads Aggressive Club, Unique St. Louis Group

W. Scott Smith, Massachusetts Mutual, has been elected president of Aggressive Club of St. Louis, composed of a small group of successful life insurance men. He succeeds Ralph Campbell of Northwestern Mutual. James C. Greene, Lincoln National Life, is vice-president, and Tom E. McCary, Jr., Penn Mutual, secretary.

The club was formed in 1934 with 15 charter members and none but personal producers were admitted. However, members continue with the group if they later advance to manager, general agent or a home office executive position.

Members are picked for their ability as personal producers, knowledge of current trends in life insurance production in relation to the needs of men and women who can and will purchase large lines of life insurance, and their willingness to contribute something to the organization and their fellow club members. The club now has 25 members.

A. L. Manness has been promoted from chief underwriter to assistant secretary by Northern Life of Canada. He joined the company in 1931 and has had experience in a number of the home office departments. He will continue in charge of the underwriting department.

Dr. Edwin G. Dewis, director of the medical department, celebrated his 30th anniversary with Prudential.



Warren Campbell, new general agent for Pan-American Life at Oklahoma City, formerly was assistant manager there for Prudential. His appointment was reported last week.

FRATERNALS

QUADRENNIAL MEET

Equitable Reserve Reelects Norton

Equitable Reserve of Wisconsin held its quadrennial national convention at Rockford, Ill. Norton J. Williams, president, was reelected. Merlin L. Ridgeway was advanced from secretary and actuary to vice-president, and John S. Tolversen from treasurer to vice-president. New officers are R. Gordon Pope, secretary, and Leon H. Tolversen, treasurer.

A resolution was drawn expressing appreciation to Dr. George H. Williamson, supreme medical examiner since 1918 and supreme vice-president since 1938, who is retiring. Dr. Roger E. Henning, whose appointment is subject to approval by the trustees, is expected to succeed him. Other reappointments subject to approval are Benjamin Poss as general attorney, D. W. Dunham as editor, and J. Allen Porterfield as field manager.

Hold Flag Day Celebrations

Fred A. Johnson, supreme archon Royal League, spoke at the anniversary flag day ceremony at the little school house near Fredonia, Wis., where the first such observance was held in 1885. Promoted by Wisconsin Fraternal Congress, this year's celebration theme was international friendship and was stressed in a talk by Joseph Walsh, president of the National Fraternal Flag Day Foundation, president of Catholic Knights of Wisconsin. The foundation plans to erect a flag pole for each country's flag on the school house property which it now owns.

H. Paul Rogers in New Post

H. Paul Rogers, who was formerly regional manager for Prudential at Indianapolis, has been made district manager at Richmond, Ind. He has been with the company since 1939.

C. Vivian Anderson, underwriter, Provident Mutual, Cincinnati, received the honorary degree of doctor of laws from his alma mater, Miami University, Oxford, O.



A selected class of veterans and beginners increased their earnings \$7.50 PER SALE the first two months of the CAREER BUILDERS TRAINING PROGRAM sponsored by FIDELITY LIFE. \$7.50 was the average, some did far better. This carefully planned program is being broadened.

Could this be your personal advancement opportunity of 1950?

Number of District Manager Territories Now Open

Complete line of participating life insurance plans (many specials), with Accident, Hospital and Disability riders. Unusual Juvenile plans from birth. Standard, Sub-standard business. Field-tested, award-winning sales aids, prestige builders. Direct help in field. Agent's pension plan.

Replies held confidential - write
FIDELITY LIFE ASSOCIATION
FULTON, ILL.

MODERN WOODMEN
OF America

EST. 1883
ROCK ISLAND - ILLINOIS

55	Imperial
56	Washington
57	Pan-American
58	Minnesota
59	General
60	North America
61	Home Office
62	Gulf, Florida
63	Peoples
64	United
65	Cal-Wash
66	Pilot, New England
67	Great American
68	Mutual
69	Business
70	Ohio National
71	Berkshire
72	Liberty
73	Dominion
74	Saving
75	American
76	Equitable
77	Union
78	U. S. Life
79	State Life
80	Manhattan
81	Country
82	Knights
83	Independent
84	Home
85	Sun Life
86	Guaranty
87	Provident
88	Central
89	Security
90	Colonial
91	Interstate
92	Colonial
93	Continental
94	Columbus
95	Continental
96	Boston
97	Shenandoah
98	Southland
99	Durham
100	Continental

(Excluding additional companies)

For
Their
Future!

Planning intelligently and scientifically with the family head in order to schedule the best in protection and future income for every member of the family is a specialty in Modern Woodmen of America. Thousands of American families have found that Modern Woodmen agents, especially schooled in writing whole-family protection, are competent and helpful advisers in planning a well-rounded life insurance program.

Plans offered are modern and varied in application, designed to meet every need and to fit every pocketbook — a Retirement Income or the new and popular Ideal Savings Plan for Dad and Mother — plans to assure completed educations for Sister and Brother — all blending the important features of ample protection and assurance of future financial security.

\$156,731,000.00 in Assets \$736,000,000.00 Paid in Benefits
(Attractive contracts and choice territory for agents)

Ranking of Top 100 Life Companies

(CONTINUED FROM PAGE 2)

55 Imperial, Canada	17,080,456	86 Carolina Life	51,532,731
56 Washington Natl.	17,041,072	87 Protective, Ala.	51,241,156
57 Pan-American	16,645,708	88 N. Carolina Mutual	50,297,906
58 Minn. Mutual	16,534,977	89 State Capital, N. C.	49,983,022
59 General American	16,212,176	90 Ky. Central L. & A.	48,297,590
60 North Amer., Canada	16,259,727	91 Southern L. & H.	48,287,359
61 Home Beneficial, Va.	16,297,749	92 Cuna Mutual, Wisc.	48,284,153
62 Gulf, Fla.	16,887,804	93 Reliable Life, Mo.	45,439,834
63 Peoples, D. C.	16,693,522	94 General American	44,448,834
64 United Ins., Ill.	16,400,953	95 Security Mutual, N. Y.	42,934,901
65 Cal.-Western States	13,017,075	96 Columbian National	42,496,746
66 Pilot, N. C.	12,634,585	97 Equitable, D. C.	42,076,386
67 Great Southern	12,536,624	98 Missouri Ins. Co.	41,807,157
68 Commonwealth Life, Ky.	11,979,926	99 Lincoln Income, Ky.	41,547,811
69 Mutual Trust, Ill.	11,740,604	100 Sun Life, Md.	40,363,019

INSURANCE GAINED

(Including Ordinary, Group and Industrial)

1 Metropolitan	1,741,031,863
2 Prudential	1,668,636,863
3 Equitable, N. Y.	945,507,324
4 Travelers	594,227,357
5 John Hancock	543,142,594
6 Aetna	504,250,993
7 New York Life	430,787,118
8 Conn. General	349,396,423
9 Lincoln National	288,036,269
10 N. W. Mutual	271,230,972
11 National L. & A.	270,062,013
12 Occidental, Calif.	245,510,790
13 Amer. National	244,235,035
14 London Life	182,387,525
15 Continental Assur.	175,507,742
16 Mass. Mutual	162,607,648
17 Republic National	157,210,261
18 New England Mutual	148,142,262
19 Great-West	134,559,295
20 Cuna Mutual	131,228,922
21 Conn. Mutual	128,451,763
22 Southland Life	127,452,222
23 Franklin Life	120,510,977
24 Mutual Benefit Life	113,035,108
25 Penn Mutual	111,618,143
26 Confederation	103,588,517
27 Western & Southern	100,904,104
28 Sun, Canada	97,959,460
29 State Mutual, Mass.	97,842,173
30 Mutual Life Can.	95,876,228
31 Acacia Mutual	81,891,282
32 Mutual Life, N. Y.	80,796,039
33 Minn. Mutual	67,559,955
34 Life of Georgia	67,442,251
35 Bankers, Ia.	66,187,081
36 Jefferson Std.	64,743,481
37 Southwestern	64,435,879
38 N. W. National	63,496,625
39 National Life, Vt.	62,142,938
40 Canada Life	59,943,074
41 Equitable, Ia.	59,144,457
42 Pacific Mutual	58,858,561
43 Home Life, N. Y.	55,794,879
44 Life of Virginia	54,568,792
45 Liberty National	52,694,820
46 Crown Life	51,083,820
47 Old Republic Credit	50,772,051
48 Phoenix Mutual	49,627,949
49 Pan-American	49,073,879
50 Farm Bureau, Ohio	47,645,841
51 Business Men's	47,140,939
52 Calif.-Western States	45,765,191
53 Reliance, Pa.	45,074,784
54 Guardian, N. Y.	43,615,220
55 General American	41,977,646
56 Imperial, Canada	41,645,933
57 Country Life, Ill.	39,187,270
58 Manufacturers	38,813,294
59 Commonwealth	38,782,853
60 United Benefit, Neb.	37,663,060
61 Union Labor, N. Y.	37,555,442
62 State Farm, Ill.	37,303,835
63 Provident Mutual	35,711,839
64 Ohio National	34,336,333
65 Pilot, N. C.	33,861,165
66 North Amer., Canada	33,716,931
67 United Ins., Ill.	33,241,066
68 Dominion Life	33,214,140
69 Liberty, S. C.	32,201,661
70 Great Southern	31,171,310
71 U. S. Life, N. Y.	30,086,033
72 Fidelity Mutual	29,850,630
73 Washington Natl.	28,805,675
74 N. A. Reassurance	28,475,000
75 Security Mut., N. Y.	27,944,050
76 Gulf, Fla.	27,445,085
77 Security, L. & T.	27,146,966
78 Union Central	27,114,847
79 Kansas City Life	26,458,214
80 Independent L. & A.	26,446,007
81 West Coast, Calif.	24,552,480
82 Provident, L. & A.	24,356,479
83 Columbian Nat.	24,217,862
84 No. Amer., L. & G.	23,344,218
85 Nat. Pub. Service Life	23,504,122
86 Life & Casualty	23,278,847
87 Monumental, Md.	23,075,303
88 Home Beneficial	23,017,923
89 Lutheran Mutual	22,945,530
90 Protective, Ala.	22,916,524
91 Interstate L. & A.	22,314,428
92 Savings Bank, Mass.	22,086,529
93 Central, Iowa	20,794,651
94 Monarch, Mass.	20,538,633
95 Mutual Trust, Ill.	20,226,166
96 Columbus Mutual	19,713,411
97 Benefit A. of Ry. Emp.	19,751,901
98 Savings Bank, N. Y.	19,608,747
99 Monarch, Canada	19,263,736
100 Peoples, D. C.	19,156,670

N. Y. Hospital Plan Works Well

NEW YORK — The New York City hospital admissions plan for group insured has been successfully established. A few minor quirks turned up in the first week's operation but no serious problems arose. The plan is considered very helpful for insured, hospitals and insurers.

LIFE INSURANCE EDITION

RECORDS

May business of the **Union Mutual Life** showed an increase of 12.7%, while for the first five months it gained 7.2%. In non-can A. & H., the total of new paid annual premiums set a new high in May, up 38.1%. The non-can gain for the first five months was 19.7%.

The field force of the **Reliance Life** in May submitted \$16,270,494 volume for the second largest month in its history. It was exceeded only by December, 1947. Premiums on new A. & H. in May totaled \$54,328, a new high for any month. There were 127 who qualified for the Anniversary Club with a minimum of \$47,000 volume in May, topping the previous record for membership set in 1946. Individual production ranged up to \$392,500 for the month.

American Mutual Life of Iowa had a 51% gain in new paid business for the first five months of the year as compared with the same period a year ago. New business paid for during May was 34% greater than a year ago and was the largest for any May.

May business for **Bankers Life of Iowa** during the first five months amounted to nearly \$72 1/2 million—up \$7.8 million. **Home Life of New York** last month recorded \$9,646,582 of new business, up 24.1%. It was the company's second largest May.

For the first five months **Occidental** reports the largest written ordinary volume in its history. New business for May totaled \$41,043,258 compared to \$34 million in May, 1949. This, plus the business of the first four months, including a record February and March, gave the company a total submitted or-

dinary volume of \$197,319,938, up almost \$38.5 million.

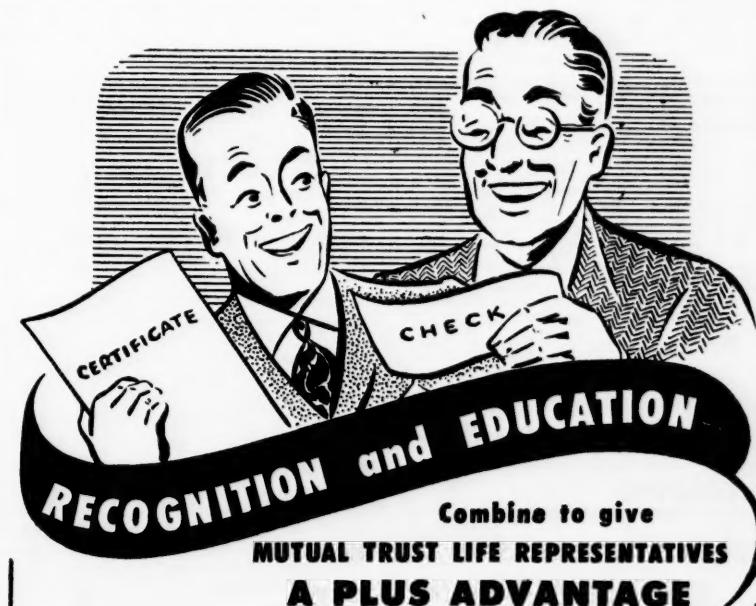
Prudential ordinary agencies during May in observing "Honor the Special Agent" month, wrote \$95,630,291 of ordinary prepaid, \$109,113,755 of group, \$1,539,083 of supplementary premium income and \$3,609,040 in annuities exceeding last year's total by more than \$15 million.

Mathews Joins Mutual Trust

Roy G. Mathews, president of the Flint, Mich. Life Managers and General Agents' Assn., has joined Mutual Trust Life as general agent at Flint, Mich. Mr. Mathews entered business in 1943 with Ohio National. He was an agent for four years in the A. S. Brennan agency of Ohio National at Pontiac, Mich. For 2 1/2 years Mr. Mathews has been district manager for the Brennan Agency in charge of the Flint office.

Gamble Article Published

An article on direct mail advertising by Seneca Gamble, advertising manager Massachusetts Mutual Life, is published in the June, 1950 issue of the Reporter of Direct Mail Advertising. It describes the effectiveness of direct mail advertising as a sales aid for agents. More than \$230 million of business has been sold by agents of the company to prospects cultivated with the help of direct mail.



Combine to give

MUTUAL TRUST LIFE REPRESENTATIVES
A PLUS ADVANTAGE

1 Agency and general agent's contracts designed to compensate you for every sales development and service function.

2 Policy contracts designed to provide best in protection at the lowest cost.

3 Complete training . . . including expert tax and business insurance consultation . . . so you can sell above average amounts of coverage.

A few general agency openings available

"Nothing Better in Life Insurance"

MUTUAL TRUST
LIFE INSURANCE COMPANY

"As Faithful as Old Faithful"

Home Office: 135 South La Salle Street Chicago 3, Illinois

A 44 Year Old . . . Low Net Cost Company . . . With Over \$350 Million in Force . . . and Over \$100 Million in Assets

Friendly Dividend Notices

United States Life has dressed up its dividend notices and given them a personalized touch. The notices are regular size and include the usual information but have been improved by the use of a light green toned paper imprinted with brown lettering. In the upper left hand corner in large type is the friendly salutation to the policyholder: "A dividend for you." The company's seal is discernible in the center of the form. The lettering shows up in brown or green, and white on brown background.

SALES MEETS

Preliminary Plans Made for N. W. Mutual Convention

MILWAUKEE—"Life Insurance Is the American Way of Individual Security" has been selected as the theme for the 70th annual meeting of Assn. of Agents of Northwestern Mutual Life here July 24-26. Officers and members of the standing committee met in Milwaukee to complete the program.

About 1,500 agents and their wives are expected to attend. The opening session will be held at the Riverside theater to accommodate the agents, wives, home office people and guests. Subsequent sessions will be in the home office auditorium. Two nights will be devoted to social activities. Charles R. Eckert, Detroit, is president of the association, and Herbert L. Cramer, South Bend, Ind., chairman of the committee.

Hold Penn Mutual Regionals in California, Minnesota

Malcolm Adam, president, and William W. Bodine, chairman, spoke during a two day conference of Penn Mutual's California agencies at Santa Barbara. Others participating from the home office were D. Bobb Slattery, vice-president and superintendent of agencies; Eric G. Johnson and John M. Huebner, vice-presidents, and William J. Probst, manager of sales promotion and advertising.

A three day conference of upper mid-west agencies was held at Brainerd, Minn. C. Clothier Jones, Jr., assistant supervisor of applications, was on the program and Urban F. Quirk, assistant vice-president, spoke for the agency department.

American Mutual Holds Production Clubs Meet

American Mutual Life of Iowa held its production clubs convention at Colorado Springs, Colo., with 150 agents and wives from 11 states and Honolulu attending.

Home office representatives were Dr. E. B. Mountain, president; H. S. McConachie, vice-president; K. C. Kline, agency secretary; Bert R. Merrill, agency supervisor, and A. C. Latta, manager, conservation department. Harry J. Syphus, trustee of National Assn. of Life Underwriters, general agent for Beneficial Life at Salt Lake City, was the banquet speaker.

Entertainment included a golf tournament, steak fry and tour of Pikes Peak.

Old Line's Agents to Meet

Two morning sales sessions, tour of the new home office building, a golf tournament, reception and banquet will feature the convention of Old Line Life at Milwaukee June 25-28. More than 100 agents will attend. J. H. Daggett, president, will speak. A new overall sales plan and the employee's security plan will be introduced and two new A. & H. policies will be announced. Paul A. Parker, agency director, is general chairman.

New officers of the Star Leaders Club, top production group, are: N. D. Heme, Milwaukee, president; Floyd L. Meyer, Antigo, first vice-president, and G. H. Haarsma, Racine, second vice-president.

Dates Were for '51 Rally

The Ohio State Life's agency convention dates given in an item in last week's issue were for June 25-29, 1951, not 1950.

New York Life has purchased the 32-story Sheraton Whitehall building, 17 Battery place, New York City and leased the property to the Sheraton Whitehall Corp. on a long term, net rental basis. The price was reported as more than \$6 million.

POLICIES

N. W. Mutual Issues New Family Income Policy

Northwestern Mutual has introduced a new family income policy which combines in one contract a level amount of whole life and a monthly income benefit of \$10 per \$1,000 face amount if insured dies within 10, 15 or 20 years from issue date. Monthly income is payable from the date of death until the 10th, 15th or 20th policy anniversary and the face amount is then payable in one sum.

On and after terminal date of the family income period, the premium and cash value are the same as for the ordinary life plan as of original date of issue, but the disability waiver extra premium remains unchanged throughout. Minimum face amount is \$3,000.

Provision for Commutation

To meet the possible need of a larger cash sum at death within the family income period, provision is included for commutation by the beneficiary of part (not exceeding 1/5) of the monthly income and insurance payments due thereafter. In such case the remaining benefits would be payable in regular course. Insured may elect that settlement of the commuted value be made with the beneficiary under one or more of the usual options.

The policy may be converted within five years after issue, without evidence of insurability. Two policies will be issued: (1) a policy on the ordinary life plan as of original date and for the same face amount as the family income policy, and (2) a policy on any annual premium life or endowment plan as of attained age for such amount as requested, not less than \$1,000 nor more than various specified percentages.

The so-called family income combination which has previously been issued and is still being issued has been renamed "family maintenance" combination.

Canada Life Announces Dividends

Canada Life has continued the scale of basic annual dividends adopted July 1, 1946, for the period commencing July 1, 1950, on policies issued at ages 45 and under. For higher ages at issue the scale is being increased on premium-paying insurance policies. The principle of annual extra dividends has been continued, the extra dividend being at a slightly higher rate than for the previous year.

The rate of interest allowed on cash dividends left to accumulate and also on the proceeds of participating ordinary policies left with the company will be 3% or the guaranteed rate if higher.

Marguerite Rummell Heads Insurance Librarians Group

Marguerite Rummell, Prudential, was elected chairman of the insurance group of the Special Libraries Assn. at the annual convention in Atlantic City. Pauline Hutchinson, Canada Life, is vice-chairman and Mrs. Natalie Binet, Savings Bank Life Insurance Fund, secretary.

Elizabeth Ferguson, librarian for Institute of Life Insurance told how the institute library helps make life insurance an "open book" to the public. It tries to maintain a sort of liaison position with public libraries, to help them in every possible way to be able to furnish reliable information on life insurance to their users.

A round-table discussion on "Company Management and the Library" had as participants Jane Henderson, Sun Life of Canada, Florence Bradley, formerly of Metropolitan, and Miss Ferguson.

The group's report for the year was presented by the outgoing chairman, Angelica Van R. Blomshield, New York Life.

Appeals to Public Opinion May Come Under Lobby Law

Companies and other organizations spending money to influence public opinion on questions of national interest may possibly be brought under federal lobby regulatory law, if a project of the House lobby investigating committee is carried out.

Chairman Buchanan says the purpose of a questionnaire to corporations was to obtain information to enable his committee to determine whether corporate expenditures for advertising, books, pamphlets, etc., should be reported to Congress.

He said the concerns questioned had contributed to organizations charged with lobbying. However, Buchanan followed the questionnaire with a letter extending the time for replying to the former from June 15 to June 30 and narrowing scope of information requested so as to exclude certain expenditures for non-legislative purposes.

Meanwhile, House rules committee consideration was possible of Rep. Hoffman's (Michigan) resolution to create a special committee to investigate the lobby committee and its staff.

Gilboe Heads Mont. Assn.

H. I. Gilboe, general agent of Western Life at Great Falls, has been elected president of the Montana Life Underwriters Assn. at the meeting at Helena. Other officers are Frank Satter, Butte, vice-president, and Joseph S. Persha, Great Falls, secretary-treasurer. William T. Preston, Great Falls, is national committeeman. Mr. Gilboe was named delegate to the N.A.L.U. convention at Washington.

Guest speaker E. Richard Turpin of the Prudential western home office.

Great Falls was chosen for the 1951 convention.

Berg Des Moines President

Arnold Berg, assistant superintendent of agencies of Equitable of Iowa, has been elected president of the Des Moines C.L.U. chapter. Vera M. Snyder was named vice-president and Willis S. Herzberg, secretary.

Prudential Lends \$65 Million

Prudential is lending \$65 million at 3% to Lone Star Gas Co. of Texas. An additional \$20 million at 2% is being borrowed from a group of 11 banks. Security for the loans is 120,000 shares of stock of Lone Star Producing Corp., wholly-owned subsidiary.

Honor Craig's 83d Birthday

The annual picnic of the home office personnel of National Life & Accident June 15, honored C. A. Craig, founder and former president, on his 83rd birthday. C. R. Clements, chairman, was in charge of arrangements.

L. I. A. M. A. Trainer Manual

A new manual to guide managers in their training activities has been published by Life Insurance Agency Management Assn.

Written by Brice F. McEuen, senior consultant, with the assistance of other members of the company relations division, the book has been sent to home offices of member companies and distributed to the field.

Hearing Held on Armed Services Annuities Bill

WASHINGTON — A hearing was held on the uniformed services survivors' benefit bill (H.R. 8035) before the House armed services subcommittee. It would provide for annuities to dependents of members of the services who die after the act's effective date.

This would be over and above National Service life insurance and has nothing to do with the gratuitous coverage that has been proposed as a substitute for NSLI.

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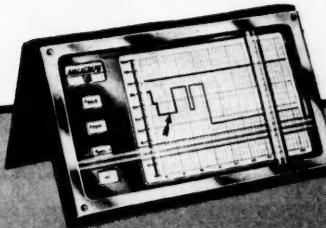
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FRANK CROWELL
of Connecticut
was one of first
to be honored



Another Analograph By-Product...

NATIONAL RECOGNITION FOR INDIVIDUAL AGENTS



MEET THE STUART TREATS

One of 380,000 policy-holders building
family security through Mutual Benefit Life

Stuart and Marion Treat of Norwichtown, Conn., with Bobby (7) and Marilyn (3). Baby Dennis, and Skipper the pup, didn't get in the picture. Stuart manages a busy dairy bar, and they own their home (with a small mortgage). The Treats have "big" plans for the future—and know exactly how to realize them. Because Stuart Treat has a practical financial plan...

"THANKS TO THE ANALOGRAPH MAN, WE'RE SURE OF

Security for only \$30²¹ a month*

SAYS MR. TREAT: "I guess we're in what they call the middle-income bracket; folks who have to plan carefully. Well, Frank Crowell our Mutual Benefit Life Man certainly helped us! The Analograph Chart showed exactly what we have, what we need, and what to do. By adding only \$30.21 a month we made sure all our biggest wishes will come true."

Insurance is only part of the plan
You can plan from facts, prove financial exist-
ence, by other families like your own. The Mutual
Benefit Life Man is a trained specialist in family
money-management. Let him help you arrange

your finances into a plan which will fulfill your
wishes for future security.

First he helps you construct your Analograph
Chart. This clear accurate device, created by Mutual
Benefit Life, records the facts. It shows your present
assets—Savings Bonds, home, pension, Social Secu-
rity, insurance, etc. It shows obligations, children, retire-
ment needs. For the first time, all the facts can be analyzed

in relation to each other.

Your financial picture be-

comes a whole, instead of
just scattered parts. Then the
Analograph clearly shows you
what is needed to complete
a practical plan, within your
means, for a secure future.
So many families have found a new kind of
happiness through Analograph planning! You owe
it to your family to inform yourself. And it costs
nothing to do so. Write for
booklet "The Analograph—
What It Can Do For You."
Do it now... Time may be
your most valuable asset.



**THE MUTUAL BENEFIT LIFE
INSURANCE COMPANY**

ORGANIZED IN 1945 NEWARK, NEW JERSEY



MUTUAL BENEFIT LIFE INSURANCE Frank L. Crowell
created the Treats' plan for future security. Ex-
pert Analographer Crowell is typical of Mutual
Benefit Life representatives—a carefully selec-
ted national group of analysts, specially trained
in family money-management and planning.



A current John Hancock advertisement which indicates how the spirit of American Independence is fostered and strengthened by Life Insurance. So that these benefits may be shared by all, the John Hancock offers life insurance in all its forms: life, endowment and term policies, juvenile insurance, retirement income policies, annuity contracts, and all plans of group coverage.



His pen inspired a nation's boys

EIGHTY YEARS AGO, an unknown man sat down to write a tale for boys.

His skill was small, and his style was halting. But he wrote so truly that his name has become a saying among us. Even today, when we wish to describe a typically American career, we say: "It is a Horatio Alger story."

Horatio Alger was a man possessed by one story. It was the story of the poor boy who made good. It dealt with the dignity of simple beginnings, the power of ambition, the honor of work, the inevitability of merited success. It was the world's oldest story, but with one difference. Everywhere else in the world, when this story was written, it was called a fairy tale. In the country of which Horatio Alger wrote, it was true.

Hopefully into the streets and the backwoods, into the tenements and the farmhouses, went Mr. Alger's little paper-backed books. And the titles of them rang out like an American credo. *Strive and Succeed...Helping Himself*

... *Struggling Upward... Bound to Rise*. There were grown-ups who smiled at the innocence of it. But a million boys, with deeper wisdom, read and believed—and made the stories true.

For all this was in the time when a boy named Henry Ford was wiping steam engines for \$1.50 a week, and a future president of United States Steel was a laboring boy in a wire mill, and a poor errand boy named George Washington Goethals was becoming interested in engineering, and a young man named John D. Rockefeller was looking for a job.

We do not often read Horatio Alger's books today. But we still live in the warm light of the truth he set down with boy-like simplicity. He was one of the men who helped us to see the miracle we have here, in this incredible land where all are free to strive and succeed.

John Hancock MUTUAL LIFE INSURANCE COMPANY
BOSTON, MASSACHUSETTS